Love Your Customers

Action Guide

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### Introduction

John O'Hurley is as much as part of business as he is show business. He has been embraced for his business savvy by Business Week, Time, CNBC and Fox News Most notably known as the eccentric catalogue clothier J. Peterman on the hit television show, Seinfeld, O'Hurley now owns the J.Peterman Company, along with the "real" J. Peterman. As a major investor and board member in over 12 companies in the restaurant, travel, and media industries, O'Hurley is also a best-selling author and an accomplished composer.

O'Hurley still considers his current starring role as King Arthur in Monty Python's Spamalot his favorite hobby and hosting Family Feud his favorite pastime. Why is this important? Because every time nembers on camera or in front of an audience he is giving his all. He is, a fact, delivering the best customer service he can to every audience member.

You see, great acting isn't that different from great customer service. You have to pay attention to your audie e You have to give them your all and make each performance wonderful. The s what you do every time you interact with a customer!

Love Your Customers is the program that is designed to deliver a formula to ensure tus ome service success. We have used theater as a metaphor because when you are serving customers you are on stage! We have also designed this program to deliver its messages through humor so every participant will enjoy the learning experience. So get ready to have some fun with John O'Hurley as you learn four critical lessons that are key to delivering great customer service:

This program is broken down into four learning points:

#### Learning Point 1. WELCOME YOUR CUSTOMERS

This workbook and video will teach you ways to make your customers feel welcome and loved. You will also learn and practice these welcoming skills:

- a. Focus on Your Customer
- b. Eye Contact
- c. Body Language
- d. Smile

#### Learning Point 2. ATTEND TO YOUR CUSTOMERS NEEDS

All customers have needs. Sometimes they are simple and but often your customer will have very specific needs. Here's how best deliver on both.

- a. Make each customer feel like you have at the sime in the world for him or her.
- b. Treat everyone like a very intertant person (VIP).
- c. Actively listen and repeat to ensure understanding.
- d. Deliver on your promise phalp them.

#### Learning Point 3. BE I POINTED

Customers want to cal with someone who has trustworthy answers.

The more you know, the more confidence your customers will have in you.

- a. Explain your products and services in a simple way.
- b. It is important to know what your customer values.
- c. If you're not sure about something, it's your responsibility to find out.
- d. Be honest when presenting information to your customers.

In this program, you become an actor on the stage of great service. You'll laugh as you learn how to make each customer feel special. You will understand the importance of knowledge and how knowledge can genuinely help build your reputation and ensure repeat business.

#### Learning Point 4. THANK YOUR CUSTOMERS

Saying thank you every time a customer gives you their money should not be mechanical. You should look the customer directly in the eye and sincerely and genuinely thank them. Make it heartfelt, unique and above all, sincere. This tells your customer that you appreciate them and it is a way that you can acknowledge them for their business. They will feel good and want to do more business with you in the future.

Another part of thanking the customer is following up to make sure their needs are met. By doing this, your customer will feel connected to your organization over the long term.

Love Your Customers uses theatre as a metaphor for life.

Think about it; we're always acting in our daily lives. Work at home; we're playing different roles in different situations. Sometimes we're the star, sometimes we're part of the supporting cost, as sometimes we're that extra, way in back, behind the horrible neon ackarop; point is, All the world's a stage! It's not the size of the role but how we play the role that counts!

#### YOUR ATTITUDE IS A COOL

Great customer style shots with you; your attitude about yourself and the work you do and the way you treat your customers. It has to matter and it should be fun. There's a reason why actors are called "players in a play." If you're not enjoying yourself, if you're not able to find ways to play and make your work fun, then you're probably not that enjoyable to be around!

#### THERE ARE NO SMALL ROLES, ONLY ATTITUDES.

Ever notice how sometimes in a big movie a minor character steals the show? What was it about their performance that made them so memorable? Was it their commitment, their passion, their attitude? Stars aren't born they're made. Day in day out, the attitude of a star is to do better, try harder, and dig deeper, but being a star also means consistency... It means providing super service on a consistent basis, delivering on the goods day in, day out,

rain or shine... Besides, you never know who might be in the audience, watching: a reviewer, a critic, a talent agent ready to bring you to Hollywood! So get ready for your close up and... Choose to be a star!

#### About This Action Guide and the training program

This training program includes one DVD with two separate training programs:

- Love Your Customers
- Love Your Difficult Customers

Each program has its own Action Guide. Each Action Guide includes a detailed summary of all of the learning points found in the program. In addition, there are questions for discussion, suggestions for implementing the lessons, action steps, and fun exercises designed in mage everyone in the training program.

## Learning Point 1: WELCOME YOUR CUSTOMERS

How many times have you gone into a store, bank, or business and watched one employee struggling to assist multiple customers while three other employees stood around chatting? It is a problem that is all too common and it is a problem that has a simple solution:

Welcome and acknowledge your customers!

This point seems so simple that you might ask why it is important. We all want to feel welcome when we see an old friend, or when we come into work. Your customers are no different.

We all know enough to smile and greet someone when they approach or call us on the phone. So, why not do the same, then ou welcome your customers into your organization. Make them feel at have and communicate not only that you can you help, but that you can to hep!

The truth is that without our somers we wouldn't have any work to do in the first place. Customers are a cornerstones of every business. Think of a play being performed for an empty theatre; no one to laugh at the jokes or appreciate the performances... Customers are there to appreciate you and your organisation's services!

Customers are there to obtain the products and services you provide! Whether you interact with customers all the time or hardly ever, your behavior can affect your customers and as such, should always appear professional and helpful.

If you appear friendly and helpful, your customers are less likely to be defensive or hostile. Believe it or not, the same is true on the phone. The way you sit at your desk; whether you're smiling or frowning as you answer the phone can impact your tone of voice, delivery, and perceived helpfulness to the customer.

There are a number of components to welcoming your customers. They include:

#### Focus on the Customer

Help the customer know you're available and want to help. Remember to pick up on clues from their behavior and remember your own behavior. When you greet them, make it personal and genuine. Smile. Greet them by name. Say "hello" and ask them how they're doing. Give them the remarket treatment. Choose to be a star and make them feel like your co-s

Focusing on the customer means paying of antio to what feelings they are experiencing. As you watched the video did out notice how a simple action like Kevin acknowledging his custome and letting them know they are opening another register light ned their mood? It not only says that he respects their time but that he are enough to take action and do something about the situation.

When we welcome to customer, it is important to think about how we communicate. The words we choose, our tone of voice and delivery are critical. Are we professional? Courteous? Do we use slang? Or confuse people with techno-mumbo jumbo that only a few experts understand?

#### Eye Contact

Maintaining eye contact is an important part of making the customer feel welcome. Eye contact is another way to acknowledge them and show them that you are glad they are there... but be careful not to stare!

In the program, John arrives at the electronics store and is met by an employee who is playing a video game on his computer (and certainly not

giving John eye contact). John is not "feeling the love." In fact, he assumes the employee is thinking something like this:

"Maybe if I look really busy, he'll just leave."

Sound familiar? We've all been there: A deadline to make, a bunch of work piled on at the last minute and then THEY show up. It's a miracle you ever get any work done at all. How can you possibly accomplish anything with all their pestering? Remember, without customers, we would have no work at all!

#### Body Language

Ever watch a television program with the sound down and know exactly what's happening by the actor's behavior? Remember, our behavior says a lot to the customer. Are we froming, grimacing, yawning, smiling, laughing, or smirking? How about our eyes? The we making eye contact or nervously looking at the floor? How about ar body language? Is it open and approachable or closed a functionally? Do we keep our arms crossed over our chests, or how about the old standby 'hands on the hips' maneuver? You might as well say to be customer, "tell someone who cares, I'm standing before you in judgment."

Remember, an open body is a friendly body. Open up and relax.

<sup>&</sup>quot; If he needs help he'll ask for it."

<sup>&</sup>quot; If only these customers would stop bothering me, I could get some real work done."

#### Smile

A genuine smile is a very powerful way to welcome people. A smile says, "Come on in and I am really glad you came here!" It can get an interaction off to the right start. If you don't like smiling, then simply frown, upside down.

Some people just interact with customers on the phone. Studies show that customers can even perceive that you are smiling when they speak with you on the phone because your tone of voice changes when you smile. Your customers can sense that you are smiling and they feel wanted and welcomed. So give it a try!



### QUESTIONS FOR DISCUSSION

1.	Recall a specific time when you entered a place of business or visited a friend and did not feel welcomed. How did you feel? How did you react? What kind of a mood did it put you in? Looking back, what could they have done to make the experience better? List your ideas below and be as specific as possible. Then discuss.
·• · · · · · · · · · · · · · · · · · ·	
2.	How do you typically electric the customer when they approach you in person or call out the phone? Do you make eye contact? Do you seem distracted? What do you typically say? Are you ever distracted? White down your thoughts below.

3. Is there a certain phrase or way you're expected to greet your customers? If so, have you ever found yourself saying it with no feeling or enthusiasm? How might you make your greeting more personal, lively, or fun? List your ideas below and discuss them with your colleagues:
4. Describe differences in the way you aulayspeak to a close friend versus a customer? Should there be a big difference?
₹ Y

5.	Recall a time when you were greeted by a service person and it made for a memorable experience. What was it about that person that made you feel at home? How can you recreate that experience for your customers?
	1
6.	Describe Kevin's body language when John first enters the grocery store? Be specific. What changes would you suggest to make Kevin's performance better, to make him more riendly?

7. Describe how you commonly carry yourself at work. What are your habits? What is your posture like? Do you smile often? Is it genuine or forced? How can you improve your body language in order to be more welcoming to your customers? Discuss:
8. We like to say that if you're body is closed so is your mind. What does this phrase mean to you?

# Learning Point 2: ATTEND TO YOUR CUSTOMER'S NEEDS

After you have welcomed your customer, you have to attend to their needs. Why is it important to attend to their needs? The answer is simple: Your company might have hundreds of locations and thousands of employees but in the eyes of the customer, you ARE the company. You are the only person who can help them.

ATTENDING TO YOUR CUSTOMER'S NEEDS consists of four ideas:

#### ALL THE TIME IN THE WORLD

The customer should feel like you have all the ne of the world for them. Yes, we have deadlines and other pressures but the customer feels rushed they'll get defensive and talk it out on someone, usually you! All the time in the world means slowing down, and being in the moment with your customers.

#### TREAT EVERYONE LIN A SRY IMPORTANT PERSON!

Give everyone the recarpet treatment! No matter who they are or what level of business they might do with your company, always treat everyone with the same level of professionalism, respect, and attention.

#### LISTEN AND REPEAT

The key to great service is active listening. If you don't hear what the customer is saying, what they really need, then how are you going to help them correctly? Often we listen with only half-attention, missing key information that would make our jobs easier and minimize the time we spend fixing mistakes. Once your customer is finished speaking, repeat back the information they presented to guarantee you understand them.

#### HELP THEM

In a lot of ways, helping the customer is the easiest part. If you've stopped what you're doing and gave them all the time in the world; if you've treated them like a very important person; if you've listened carefully and repeated back their needs; then helping them should be simple!

Once you've decided upon a course or direction it's time to act and get it done! Don't stop until your customer's needs are taken care of.

### WHAT HAPPENS WHEN YOU CAN'T ATTEND TO THE CUSTOMERS NEEDS?

If you must pass a customer off to someone else in the company, only make the handoff after contacting the appropriate individual personally. You can also tell your customer that if their needs aren't meets can you back anytime. Be available, now that's showing there the love!

### QUESTIONS FOR DISCUSSION

1.	At the beginning of the bank scene, Tanya clearly does not have all the time in the world for John. Her actions are a good example of unwelcome behavior. If you were Tanya's supervisor, what suggestions would you give her to improve her performance and make her a star?
2	In the bank, much of Jobs frustration comes from not feeling like he
۵.	has any options, ust mers want choices; they want to feel like they have some freedom to make up their own minds. What are some ways you might en ower your customers with options?

3. What does all the time in the world mean to you?
4. How are you going to treat ALL of your customers like VIPs (very important people)? How are you going to give them the red carpet treatment?

## Exercise 1 SPOT THE LOST OPPORTUNITIES

GOAL: The purpose of this exercise is to review the "Bank Teller" scene with your group with the specific goal of stimulating discussion. Allow people to share ideas of "lost opportunities."

TRAINER OPENS: Let's discuss the first half of the bank scene and spot all the opportunities Tanya could have helped John.

**PLAY VIDEO**: Scene Two in the Bank. Stop the program at the end of the scene showing poor service.

QUESTIONS FOR DISCUSSION: In your group reaches seven points listed below. Ask your participants to jot down them section to each of the points. Use a flip chart or white board to list the observations the group comes up with.

- 1. John arrives to find Tanya of the phon. How does that make him feel?
- 2. Tanya finally gets of the bone. John mentions he'd like to make a deposit. Tanya con the bone take John's check and enter the information. In tead she makes things worse by pointing out that he forgot to fill the deposit slip.
- 3. Tanya watches John struggle with the bank pen that is clearly not working, yawns and then plays with her computer.
- 4. John asks to order some checks. Tanya uses the 800 number as an excuse not to help John, knowing full well she could order them for him, but it would mean more work for her.
- 5. Tanya alienates John further by saying he must be mistaken, because computers are perfect and customers make mistakes.

- 6. Tanya's attitude becomes abrasive, "there's nothing I can do Sir". She's almost enjoying the fact that she can't help her customer.
- 7. John says that he would like to close his account. Tanya doesn't even try to change his mind; an action that would lose the bank business.

**PLAY VIDEO:** Play the second half of the scene in which Tanya provides great service.

**DISCUSSION**: The second time John meets Tanya, it's a totally different experience. She makes eye contact, smiles and even seems to stand a little taller. There's just something different about her energy isn't there? She smiles, and with genuine feeling says she'd be happy to help.

How does Tanya's new approach to customer service course with the observations the group presented in the earlier discusion? Compare the results.

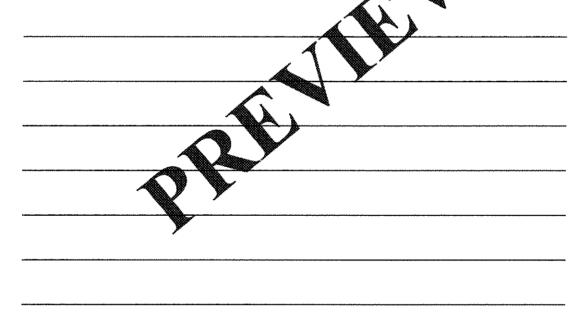
NOTE: The first half of the bank scene is raggerated for dramatic effect, but the underlying truth is there. I have started off the scene in an unfriendly way, John responded in kind and then everything just unraveled. They responded to each other it a ping-pong game going back and forth until finally John decided a close his account.

REMEMBER: Green's evice means anticipating your customer's needs. For example, on Tanya's econd "take" she passes John a working pen with his check. She's a step ahead, anticipating his needs and delivering it! That's showing the customer the LOVE!

## Exercise 2: THE BOOKEND BRAINSTORM

The Bookend Brainstorm $^{\text{TM}}$  session is meant to develop a plan for maintaining real time communication among coworkers and departments to provide seamless customer service. The session leader moderates and chooses a note keeper who transcribes the meeting.

The challenge: How do you work with your coworkers to meet a customer's needs, particularly when working with more than one department? How might you better follow up with your customer to make sure that they are still satisfied? This is a group brainstorm session meant to come up with an actionable plan that can be put to use among various departments. Discuss your answers. It might be helpful to think about a che paing customer service situation that occurs frequently in your arguments.



## Exercise 3: "WORD POWER"

GOAL: Word power is a group brainstorming session that focuses on:

- a. Using positive words instead of negative words
- b. Making suggestions to the customer rather than demands

Just as our behaviors have meaning, so do the words we choose to use. By calling something a "problem" we're signing a verbal contract with the customer that there's a "problem". We must train ourselves to only use positive words and phrases.

Word power can help!		
		ninute to write down all the ork situation. Participants
STEP 2: Compile each part	icipant's list togethei	r and make a master list.
		**************************************

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STEP 3: List all the negative words that your group compiled on a flip chart or whiteboard. Then ask participants on a group level to come up with better or more positive replacements for each negative word or phrase. For example, try replacing "I can't" with a positive or truthful alternative such as "I'll try", or "that's a tough one", or "I'll ask my supervisor". Use the space below to start!

Old Phrase	Becomes	New Phrase
	Becomes	
	Becomes	
	Be mes	
	Picomes	
	Becomes _	
<b>———</b>	Becomes	

#### **EXAMPLES:**

I can't

Becomes

I'll try

There's nothing I can do

Becomes

Let's see if I can find someone who can help

That'll never work

Becomes

Let's figure out a solution

## Learning Point 3: **BE INFORMED**

You have welcomed your customer and attended to his or her needs, but what do you do when the customer starts asking specific questions? It is very important for you to be informed so you can deliver the best service possible! Remember what John said to Steve at Gadget Guys:

JOHN O'HURLEY: Not knowing the products and services that your selling, well it would be like me not knowing my lines on stage or worse, never having read the play at all. You have to do your homework; you have to be prepared, because they are coming to you for answers...

Information is the currency of good service. Become nexpert. Nothing makes a customer crankier than talking with someone who doesn't have the information they're seeking!

We know you might be thinking something like his:

"I only know what I'm Add to know. There's no sense clouding my mind with useless information."

"Things are always" anging. It's impossible to keep up with the new information we're supposed to learn! Why bother, it'll just be outdated in two months"

"If I don't know something, I can ask someone else."

But the truth is: You <u>can</u> make a difference and knowledge is the key.

#### BEING INFORMED can be broken down a few basic ideas:

Explain products and services in a simple way and know what the customer values.

Being informed means truly understanding your customer's needs and being knowledgeable about your service and products. This idea doesn't just apply to selling, but any situation where a customer comes to you with an issue. The better you know your customer, (your audience), and what they really value, the easier it is for you to uncover opportunities and spot solutions specific to them.

We are bombarded with an endless string of numbers, commercials, tickertapes, figures, statistics, blogs, data-streams, podcasts, rules, regulations, techno-data-babble (you get the point). It mugh to make you dizzy and your customers are looking for answers to you.

Stick to the really important stuff (or the stu, that is really important to your customer). When we overwhelm our customers with too much information they are less likely to stain the setails. For example, some customers may be much more interested in warranties or features rather than price. Another customers have be interested only in price. If you don't know, then see below!

#### If you're not sum s your responsibility to find out!

Sometimes asking for help can be difficult. We don't want to annoy people or we feel like we should "just know" something already. Or maybe everyone else seems ahead of the curve and able to grasp things more easily. For others, just the thought of "learning something new" makes them shudder.

The trick: make learning fun and get in the habit of asking for help!

We'll give you some ideas for both, but first a little more about being informed. The more you know about the products, services and systems of your organization the easier your job becomes!

Also, the more you know, the greater the confidence your customer will have in you. Think about it: we've all been upset about something, say our car breaks down and we're worried it's something expensive! We bring the car into the garage and are immediately calmed by the mechanics knowledge and confidence; because he's informed, we're assured he can help. We relax because we know he "knows what he's talking about." We're dealing with a professional.

#### Computers are great, but...

In this day in age, it's far too easy to rest on our laurels, letting computers do the grunt work. The truth is, while state-of-the art software can make our lives easier, it shouldn't take the place of old fashioned brainpower.

The video demonstrates this perfectly: Steve, the Gacat Guys sales associate, is relying completely on his "new info kiosa "tem" for the answers he's giving John. John explains that Steve is simply reading the same information from the website he visited "rie", which begs the question: "Is there really a need for Steve.

Of course there's a need for Stevel

Steve has the first hand knowledge of the products he sells. Steve interacts with customer way these products, getting feedback on a daily basis. Steve least with the manufacturers and knows what new products are being eveloped and most importantly, he's aware of how each product interacts with others - a growing consideration in the gilded gadget age!

In short: Steve is the "Star of the Show" for Gadget Guys! The same thing is true of YOU!

#### Always be honest when presenting information.

While on the surface it seems obvious: "Hey, don't misrepresent your products or services to your customers," there are times when it might be appealing to gently bend the truth in order to make the sale or omit information in order to make your job easier. We believe it's always better to be candid with the customer. Honesty can result in loyalty and repeat business. People want to know that their best interests are taken to heart... "Show them the love!"



### QUESTIONS FOR DISCUSSION

1.	Explaining things in a simple way means that you want to be as clear as possible. Are there areas where your customers seem to be consistently confused? Jot down some ideas below so you can share them with members of your team. Discuss in your group how you can make your products or services easier to understand for your customers.
2.	One of the best ray: we can learn is from personal experience.  Describe a time you became frustrated by an employee who just didn't seem to have any answer you were looking for. What would you have done different rif you were the customer service employee? What can you learn from this experience that can help you in your job? Jot down some of your thoughts below and share your ideas with members of your team!

products and services? What areas would you consider yourself to be well informed? What areas might need some improvement? Discuss
and share ideas for becoming better informed:
4. Describe a time when you had to be upfront with a dustomer about
something that was obviously going to cause then is astration. How
did you present the information? How did the nationer respond?
5. What does the word "value" mean to you? How do you define it? How
does your organization define value? List some of your ideas of value below:

6.	Now, in your group, share your different ideas of "Value." If there are ideas of value that seem consistent within the group add them to a master list on a flip chard or whiteboard.

Remember, in your discussions some people might hat value means different things to different people. This will often be the case. What people value depends upon their experiences are expectations.

Obvious examples: A college reshman hopping for his first car will have a different set of values the say, a family searching for a reliable mini-van. Of case, their needs might be different than you think they are! The sung can might value safety features, gas consumption, and the bin space, and the family might look for maximum has blowen the ability to burn rubber while doing donuts in mall parking has, and a powerful sound system that can drown out the sounds of her enildren.

## Exercise 1 Be an "INFORMER"

PURPOSE: We think the main reason people don't get in the habit of asking questions is pride. They're embarrassed that they don't know something and are hesitant to ask. That's why we suggest establishing an "informer", a playful word for someone within your organization, typically with more experience and education about the products and services you provide, that you can go to when you don't know something.

STEP 1: Break up the group into two teams. One team will be the "informer" and the other team will be the "customer."

Step 2: Have the "Customer Team" ask the "Informer am" questions the
might commonly arise within your company. A good pass to start would be with any new products or services. Have members of the informer team
answer these questions. Are there areas that the informer team knows well? Are there areas where knowledge can be improved? List your observations below:

•	group re-form into one. Discuss the kinds of question	
	nd the answers provided. Brainstorm about how you c	an
improve everyone	s knowledge. List your ideas below:	
***************************************		
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was a second sec		

#### TRAINER/MODERATORS NOTE

When in doubt, always think of interming the customer the same way you would inform a close frienc. When do they need to know? What will make things easier for them? Learn tail service plan work better for their needs? Are there impation that haven't been discussed or a way they can get more "bang for eir buck?" What about upcoming sales and product offerings? Are there opportunities to up-sell?

## Exercise 2 WHAT'S THE "411?"

GOAL: "What's the 411" is a customizable game created by you and your colleagues, that helps reinforce things you already know and maybe teach you some things you don't. The game is meant to test employees on their working knowledge of the company; it's services, products, and procedures.

MATERIALS NEEDED: The Moderator will need to have at least 200 blank index cards available to use as "cue cards" as well as writing materials for participants.

STEP 1: Participants write down between 10-20 questions about the company, its products, services, or policies on cue card. They should then write the answer to the questions on the back, range it disficulty between 1 (easy) and 3 (hard). The game should be rereated at regular intervals (for example, monthly meetings) and each time new test ons should be added to the deck and outdated questions should be limitated.

Easier questions might be true talse of aultiple-choice questions, and harder questions are looking to people answers to in-depth questions.

A and TEAM B. The modern or plays the TV Game Show Host and is encouraged to have an putting on his/her favorite game show host impression (clearly their favorite should be John O'Hurley) The questions are worth 1 point for level 1, 2 points for level 2, and 3 points for level 3.

STEP 3: Each team lines up in single file, preferably behind two podiums. They cycle through the line and each team member receives a question that is picked from the randomly shuffled deck. The moderator says the level of difficulty and then asks the question.

STEP 4 - LED BY MODERATOR: The moderator/Host starts the exercise by saying something like this, "Okay team number 1, your first question is an intermediate question worth two points..." If the contestant gets the question right they get two points. If they choose to guess and get the

answer wrong, they get no points. However, if the contestant doesn't know the answer they can request to "be informed" by their teammates. If the team answers the question correctly, they collect 1 point.

The game is to be played quickly; no more than 10-15 minutes. The moderator should try to keep things moving and fun. Jeopardy theme music can be fun.

MODERATOR'S NOTE: Sometimes there will be debate over an answer; this is encouraged and at any point during the game a participant can call a "time out" if they want to debate a certain answer.

The moderator agrees to the time out and the "debater" quickly makes their case and both teams vote on it. If it passes, the question is changed and put back into rotation. The moderator sticks to the time limit and when the game is up, the team with the highest amount of points, pirs! Play again and again.

EXAMPLE QUESTIONS for hyperhetical convenience store.

Level 1 sample question What time are we open on Sundays? Answer on back: 8:59 am 1:2:30 pm.

Level 2 sample ues of: True or False: The only vendor we accept IOU is Fratley Foods? False (we don't accept IOU pe look)

Level 3 sample question: Describe the 4 step process for cashing out the register drawer.

Answer on back:

- Tally receipts.
- 2. Balance cash/receipts.
- 3. Organize and input checks/money orders/credit card purchases.
- 4. Do a drop into safe.

**EXERCISE DEBRIEF:** After the exercise have your participant re-form into the full group. Discuss how the exercise went. How well did people know the "411?" How can people improve their knowledge?

## Learning Point 4 THANK THEM

Now you are ready for the final step! You've welcomed them; helped them; informed them; but you've left something out and the customer is unresponsive and seemingly unappreciative.

What happened? Where did it go wrong? Where did the love go?

Did you remember to thank them?

Thanks
Gracias
Merci
Graci
Danka
Dank u
Takker De

However you say is portant

So often we perform outstanding customer service and then forget to genuinely thank our customers for their business! As consumers we have endless choices and being thanked not only acknowledges their business but also gives you a chance to follow up and provide further products and services should they need them.

Studies show that a follow up call is one of the best opportunities to make a sale. If it's discovered that the customer wasn't happy with the product or service, then it's a terrific opportunity to turn the situation around and get them back on your side.

### QUESTIONS FOR DISCUSSION:

	As a customer, what are some unique ways you remember being thanked for your business? How can you borrow from these ideas and apply them to your own customers? Share and discuss your ideas:
	apply montro your own outromers.
9	Does your organization have a best practice for thanking the customer for their business? If not what ways might you reach out and thank them personally? Some ideas of company courtesies: greeting cards, email reminder about appointments, gifts of appreciation (particularly around the holidays) and the very effective, follow up call.

### Make Learning Fun

Often people hear about training (or school or any other form of learning) and they have visions of something boring and unpleasant. With this program, we hope that we've shown that learning can be enjoyable. Why is this important? Studies show that students learn more if they are engaged. Moreover, lessons, when presented in a humorous and entertaining fashion, will stay with students longer - their retention will improve!

How can you continue to keep these lessons fresh in the minds of everyone who views this video? We have put down a few ideas. We also encourage you and your team of leaders to get together and brainstorm new ideas. Have fun with this and remember to keep everyone laughing!

#### Idea #1 FEELING THE LOVE AWARDS

At the end of the video, John O'Hurley probles reeling the Love" awards. The recipients are:

- 1. Best Welcome Award in Approrting Role---Kevin
- 2. Best Banker Awak in Helping Role---- Tanya the Teller
- 3. Best Informe Award in a Sales Role---Steve from the Sales Team

Try your own award: We've mocked up an award form below! Copy this page and give out awards for great service. Show your team you appreciate it when they "show the love!"

## The Your Customers Award

Date:
Presented to:
For superior service in:
Outstanding performance in welcoming the customer!
Most helpful award!
Incredible knowledge and for ation!
Superior Thanking SKUs!
Other:
Thank you folgiving your customers (and us) your all V demittely feel the love and you main a real ifference!
Signed

#### Idea #2: ARE YOU FEELING IT? (KEEP THE LOVE IN THE AIR!)

Here is an idea: use the space below to think of 30 ways to keep feeling the love. Use one of these ideas each day in your office so you can make customer service a top priority 365 days a year, day in day out, through thick and thin!

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#### IDEA #3: IT'S YOUR TURN

Use the space below to brainstorm other ways you can recognize your people for outstanding service. Have fun with the ideas and try to make it fun and spontaneous. For example, try getting some Valentine's hearts and pass them out when you see great service. Stage your own awards ceremony. Catch someone doing something right. Post customer compliments in public places. Remember, people love to be recognized for doing something right!

#### Jot down your ideas here:



## Using This Program in a Training Session

#### Your Audiences

There is no question that customer service is critical to the success of any organization. But often, employees forget about this. They get distracted; they have busy schedules; there is a lot of work to do. We all need to be reminded about the importance of great service. The message in "Love Your Customers" is fun to watch - and will reinforce the key messages necessary for delivering outstanding service.

The program is ideal for many audiences:

MANAGEMENT AT ALL LEVELS: Let's face in treat customer service won't happen if leadership isn't committed to it. analys's need to view the program - and they need to talk about it to their employees. They need to think about how they will reinforce the ressages day in and day out. They need to "buy into" the concept

CUSTOMER CONTACT Was ES: Employees who have any contact with customers should see his cogram. Whether on the phone, dealing with customers in person or helping deal with customer complaints or concerns, every employee who has contact with customers should view this program. It's a powerful reminder of the core elements of great service, it's fun to watch, and it will help reinforce the training you've already given on this topic. Remember, even if you only service internal employees, they are also your customers.

ORGANIZATION-WIDE TRAINING: "Love Your Customers" has a simple and powerful philosophy that everyone in an organization can use. Many employees have interactions with customers. Security personnel, sales people, cleaning staff, managers, financial personnel. They all can interact with customers and it is important to reinforce this message organization wide. Everyone will benefit from this program.

#### Things to prepare in advance of the screening

View the program in advance of the training session at least once and review the key learning points in the program (listed in this workbook). Think about ways you can make the message work for your team and for your organization.

Arrange to have a DVD (or VHS) player and a monitor available for this training session. If you have more than 20 people attending, be sure to order at least a 25-inch monitor. Remember to encourage participation. The ideas presented here can trigger energetic responses, questions, and a host of good ideas. Getting everyone involved will help build enthusiasm for the message and will encourage audience members to feel that they share "ownership" of the solution.

- Obtain one Action Guide for each participant.
- Test your equipment in advance and generated point, sound, etc.
- Bring writing materials for each participant

#### Prepare Your Audience in Advance

Love Your Customers uses theatre as a metaphor for life.

Think about it; we're always acting in our daily lives. At work, at home, we're playing different roles in different situations. Sometimes we're the star, sometimes we're part of the supporting cast, and sometimes we're that extra, way in back, behind the horrible neon backdrop. The point is that all the world's a stage! It's not the size of the role but how we play the role that counts!

#### ADVANCED DISCUSSION POINT: YOUR ATTITUDE IS A CHOICE.

Great customer service starts with you: your attitude bout yourself and the work you do and the way you treat your customes. It as to matter and it should be fun. Remember, if you're not enjoying yours If, if you're not able to find ways to play and make your work fun, it won're probably not that enjoyable to be around!

#### THERE ARE NO SMALL ROLES ON ATTITUDES

As we stated earlier in this Act in Gaide, ever notice how sometimes in a big movie a minor character stals the show? What was it about their performance that note it in so memorable? Was it their commitment, their passion, their attil e? Stars aren't born - they're made. Day in day out, the attitude of a star is to do better, try harder, and dig deeper, but being a star also means consistency. It means providing super service on a consistent basis, delivering on the goods day in, day out, rain or shine!

Regardless or your career goals, this is your movie, this is your scene. Choose your role: slouch or star; has been or hero, now or never?

So get ready for your close up and...choose to be a star!

#### Sample Training Session

This video and print package includes a number of ideas to help you motivate your team to deliver even better customer service.

Below, we propose a format for a sample training session that will help you plan and conduct a course using Love Your Customers. You may want to modify these items to accommodate time constraints, intended audience needs, and training goals. Here are some other tips for making this a successful session:

- Be prompt
- Welcome your guests as they arrive for discussing
- We suggested a U-shaped or circular setting Make we contact
- Keep it simple
- Start and end on time
- Stay on target
- Encourage participation
- Ask open questions that invite herepth answers!
- Respect all opinions
- Beware of the ham if some is hogging the limelight, make sure to include everyone report

PRE-SCREENING PARATION. Welcome people to the training session and give them an over tew of the program. You may want to address the concepts presented in this program in the context of your own organizational goals.

SCREENING. Show Love Your Customers. You can watch the program in its entirety or focus your training session on one or several of the learning points.

POST SCREENING DISCUSSION. Use the themes from the program, listed below as a catalyst for discussion.

- 1. Welcome Them
  - Focus on them and make eye contact
  - Pay attention to your body language
  - Smile!
- 2. Attend To Their Needs
  - · Act as if you have all the time in the world
  - Remember, everyone is a VIP (very important person)
  - Listen then repeat and most importantly, help them
- 3. Be Informed
  - Explain products & services in a simple
  - Know what customers value and if you anot sure ... ask
  - Be candid
- 4. Thank Them