

AJP Advisers

Presents

Keeping Your Customers Happy for Life

Featuring

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I. Understanding Your Customers

"There is only one boss - The Customer! They can fire everybody in the company from the chairman on down, simply by spending their money somewhere else."
-Sam Walton

A. Identifying Customer Priorities

1. The "Fortune 500 Executive" story
2. Communicating with CARE
 - a. It is okay to OVER-communicate
 - b. Try not to UNDER-communicate
 - c. Communicate with them as they Like
 - d. Be aware of their behavioral Style

B. Update your customer Profile often; get assistance from all Team members who communicate with them

II. Meeting and Exceeding Customer Expectations

*"We often wildly underestimate the power of the
simplest personal touch."
Tom Peters*

A. Why Businesses Fail

1. The survey reveals: People felt as though they were treated with Indifference
2. The "Service Continuum"



B. The Four types of customers

- a. External
- b. Internal
- c. Paternal
- d. Fraternal

C. Identify and Exceed expectations

1. Know the history of the relationship
2. Be an extraordinarily skilled communicator
 - a. Stay in Touch (frequency)
 - b. Impress them with detail
 - c. Stay focused on their Needs and expectations
 - d. Assess the competitive dynamic. That is who you are always being Compared to.

III. Wow them with Customer Service Miracles

"Customers don't distinguish between you and the company you work for. To the customer's way of thinking, you are the company."
Ron Zemke

A. Customer Experience Categories

- 1. Customer Indifference
- 2. Customer Processing
- 3. Customer Service
- 4. Customer Service Excellence
- 5. Customer Service Miracles

B. The Attitudinal Continuum for Customer Communication



C. Performing Customer Service Miracles

- 1. What is it? WOW!
- 2. What do we need to execute effectively? Keen eye
Big Heart
- 3. When do we perform them? When we
see the opportunity

D. The Keith Bennett Story

IV. Needs – Analysis for Customer Satisfaction

*"Who can put a price on a satisfied customer
and who can figure the cost of a
dissatisfied customer?"*

Dr. W. Edwards Deming

- A. Ask them well- thought-out Questions so that you can anticipate their Wants and Needs
1. Types of questions:
 - a. Open - ended
 - b. close - ended
 2. Control or Direction?
 - a. Open – ended provide Direction
 - b. Closed retain control
 3. Four categories of Questions
 - a. New Information
 - b. Attitude questions
 - c. Confirmation questions
 - d. Commitment questions

4. Tips for Asking Questions Effectively

- a. Always work from Document
- b. Leave Silent so they can ponder and elaborate
- c. Adapt your pace to theirs
- d. Get them seated when possible and Engage them in a meaningful process.
- e. Giving them printed information to look over during your questioning can be a Distraction
- f. Carefully consider question sequence. (Start broad, then get narrow)
- g. Affirm their Issues and conclusions

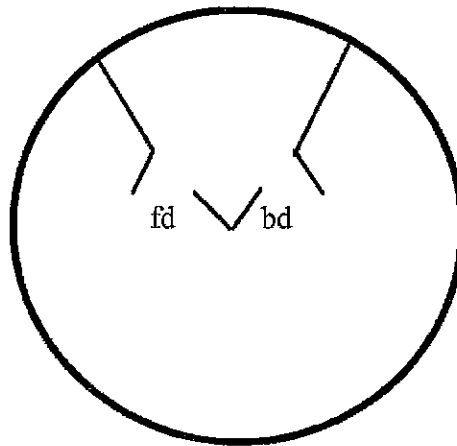
B. The Art of Listening to Your Customers

1. The Spirit of Intent
 - a. Some believe business people are manipulative
 - b. Positive Spirit is good two-way communications without manipulation
 - c. The difference is you desire to listen to and understand you customer's Needs
2. Steps to Active Listening Success
 - a. Ask Well - thought- out questions
 - b. Listen attentively
 - c. Notice Non - verbal signals
 - d. Ask for clarification when Needed
 - e. Summarize often
 - f. Do Not interrupt
 - g. Understand their preferences

IV. Gaining and Retaining Customer Loyalty

Sign seen at the entrance of the Silver Diner, a chain committed to service excellence and total customer service satisfaction: "The answer is YES, now what is the question!?"

A. The Market Share Model



1. We have both Controllables and uncontrollables in the above model
2. Remember that people want to do business with people they know, like and Trust
3. Many service failures are not failures at all; they have inadvertently been designed into the System

B. The Loyalty Ladder

confident

advocate

client

customer

prospects

suspects

2. A four step formula for success:

a. Make a list

b. Categorize each entry

c. Place an * next to top — %

d. Move * accounts up the ladder

VI. Projecting The Constant Image of Excellence

"There is no second chance at a first impression."

Dale Carnegie

A. Image

1. Image is never a constant
2. It is an EVER - changing variable
3. The goal should be to out- perform the competition
4. Image is comprised of five elements
 - a. How you Look
 - b. What You Say
 - c. How you say it
 - d. What you do
 - e. How you Do it

B. The Marriott Story (Image Variability)

ACTION SHEET

Date:

Event:

Step 2: Take Home (Within 24 hours, read the notes and record key learnings and actions to be taken in this column.)	Step 1: Capture (Take notes in this column.)

Step 3: Teach or Share (Schedule a meeting within a week to share key learnings. Use this area for key words or phrases, which become the outline for the meeting.)