



The Attrition Busters

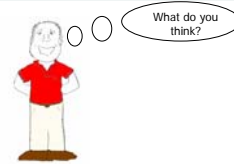
Customer Relations
Consulting Seminars and Workshops

www.attritionbusters.com

(818) 730-4690

Bob Harris, Managing Director

What is a satisfied customer?



"A Satisfied Customer is 8 times more likely to switch to a competitor than is a Delighted customer!"

C.A.R.E.

- **C**onscientiousness
- **A**ccountability
- **R**elationship
- **E**nthusiasm

Six Basic Customer Needs

- ◆ Friendliness
- ◆ Empathy
- ◆ Fairness
- ◆ Control
- ◆ Options
- ◆ Information

The Six Steps "Angry Customers"

- Let Him Vent! Don't tell him to calm down, this will make things worse. Learn to zip your lip and not take what they say personally.
- Don't get trapped in the "negative filter" about your customer. Instead focus on asking yourself, what does this person need, and how can I provide it.
- Express empathy and apologize. "I understand why you feel that way." "I see your point of view." "I hear what you are saying." "I'm so sorry that happened."
- Work to actively solve the problem. Ask the right questions, and let him feel you really care.
- Tell the customer you will take personal responsibility to work with others on a solution. Follow through with it to completion. Then follow-up with the customer once the situation was resolved.
- UNDER PROMISE AND OVER DELIVER! This will exceed his expectations and make you and your company a hero in the eyes of your customer.

What to do when you can't say yes

Do you offer **BLUNT** no's or **Soft** no's?

How do we offer customers options rather than **HARD NO'S**

"What I can do is"



"What you can do is"

These kinds of phrases let the client know you want to help him, and offer specific actions to take to find an alternative solution, or empower them to have some degree of control over the outcome.

The Workshop



Projecting your company's image properly can make the perceived value of the service you provide far more indispensable than similar services offered by your competitors!

- 1: Name a company you like to do business with.
- 2: Name a company you do not like to do business with.
- 3: What makes the difference?
- 4: What really frustrates you when calling a service provider?
- 5: Your employees / co-workers are most helpful when?
- 6: It is most difficult to be friendly when?
- 7: The best aspect of your job is?
- 8: The worst aspect of your job is?
- 9: What kinds of problems do you like to solve?
- 10: What can you do individually to improve your customer's opinion of your company?

Workshop worksheet

- 1: List 3 things which delight customers
- 2: Name 3 ways to show appreciation
- 3: Offer 3 phrases to help earn longevity
- 4: Present 3 ways you can impress customers
- 5: What 3 aspects of service do you most enjoy

What's your problem?



Customer Relationships Perceived (added) Value



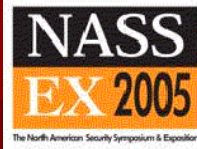
What useful information can you gather during "nurture" calls?

Birthdays – Anniversaries– Children's/spouse names – Special Events – Lunch
How's everything working?
Are you happy with our service/products?
Do you have any questions or concerns?
Thank you for your trust and loyalty!
I just wanted to introduce myself, and let you know I am here if you need me.



Questions??

Let me have it!



Thank you!

The Attrition Busters
6520 Platt Avenue, Suite 300
West Hills, Ca 91307
(818) 730-4690
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