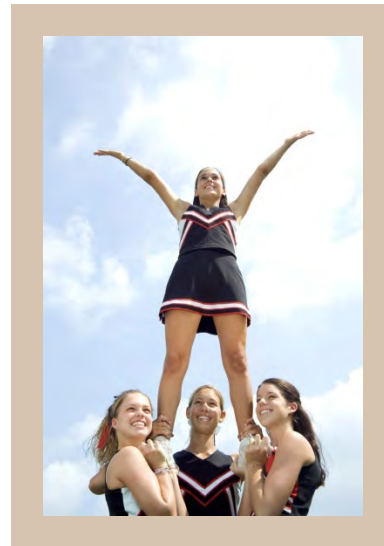


How to W.O.W.* WITH CUSTOMER SERVICE

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The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"



How to WOW!

How to W.O.W.* WITH CUSTOMER SERVICE

•What...hOw...Why?

1. Welcome

2. Today's Topics

- What puts the W.O.W. in exceptional Customer Service
- hOw to put the W.O.W. in exceptional CustomerService
- Why put the W.O.W. in exceptional Customer Service

WELCOME

WHAT PUTS
THE WOW IN
CUSTOMER
SERVICE?



How to WOW!

WELCOME

The marketplace
is crowded!



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How to WOW!

It's all about SEPARATION

WELCOME

Get there a little quicker, jump a little higher!



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You gotta love
what you do!

How to WOW!

What puts the W.O.W. in exceptional
Customer Service?

PASSION

As the saying goes... “if you have a passion for what
you
do...you’ ll never work another day in your life.”



Managing Expectations

The airline with
heart....

And the
heartbreak hotel!

ATTITUDE

Good techniques can be trained;
Good experience can be gained;
But a good attitude must be self maintained!



Role Models?

How to WOW!



Leona Helmsley



Herb Kelleher



How to WOW!

On top of your
game all the
time!

FOCUS

We know that we never get a 2nd chance to make a great 1st impression...

but how often do we think about that before we meet a new prospect?



How to WOW!

It's simple!

COMMON SENSE

***Great customer service is just plain common sense!
Problem is: "common sense" isn't so "common"
anymore.***

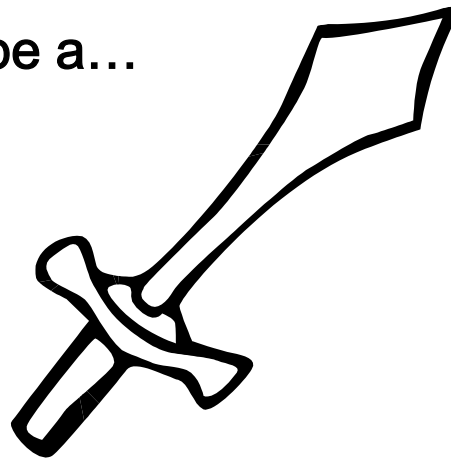


How to WOW!

4. hOw to put the W.O.W. in exceptional Customer Service!

BE AVAILABLE

Technology can be a...



Use it, don't
abuse it!

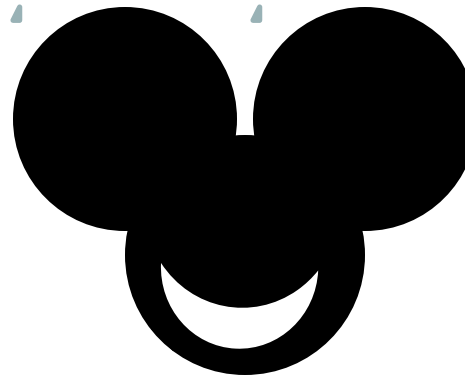


How to WOW!

Learn from the
best!

LISTEN

Maybe you've heard... "we have two ears & one mouth...we're to use them in that proportion!"



How to WOW!

DELIVER

ALLOWS US TO
SET THE TONE
FOR
EXCELLENCE

The further we extend...the more they expect!

Develop a habit to: under promise & over deliver!



How to WOW!

5. Why put the W.O.W. in exceptional Customer Service?

CUSTOMER CREED

People don't care how much you know...
until they know how much you care!

Believe in what
you do!



How to WOW!

BRANDING

What impression are you making?

A cookie or a kookie?

Believe in what
you do!



How to WOW!

TAKE ONE FOR THE TEAM

Be a player!

Nobody likes to hear; “that’ s not my department”.

Dale Carnegie says in his famous book *How to Win Friends and Influence People*...that if you blame ‘the other guy’ your customer will become more enraged...

yet if you assume responsibility even when it’ s not your fault, your customer will respond positively.



How to WOW!

THAT LITTLE THING

It's all about
adding value!

We all know what happens when we take the “extra” out of “extraordinary”.

It's not about giving the cheapest price...it's really about giving ‘extraordinary’ value!



How to WOW!

FREEBIES

No mugs...no umbrellas...not a copy of your publication!

The best thing you can leave with a prospect or client is a good impression!

That's what they get when you WOW them with exceptional customer service!

What do you
bring to the
table?



LOW
PERFORMERS



How to WOW!

On behalf of The Leadership Institute, thank you for attending this class. We believe that the continued growth of the free paper industry begins with a well-trained, energized sales force.

For more information on TLI's course offerings, check out the afcpconference.org website.

"I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen."

—Frank Lloyd Wright

