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June 2019 Monthly Sales Tip

Service Excellence Becomes Your Differentiator Over The Competition

How would you compare the quality of customer service 10, 15 or 20 years ago to present-day? I distinctively remember how important customer service was to my dad while growing up back in the 60's and 70's in Dayton, Ohio. My father made a point about each retail establishment we visited how important it was to provide exceptional customer service, especially when dealing with people. He would "rate" each one and elaborate about the positive or negative outcome and how he felt about each experience. This gave me a different perspective toward service and provided some valuable insight as to why and how people can make or break the customer experience. Unfortunately, we've lost this "spirit of service" in many of the customer experiences we witness today. In fact, I believe there is a "service crisis" going on in these interesting and challenging times we live in.

Just what is Service Excellence all about? Providing quality service isn't improving technology and machines. It's all about the human interaction of people serving people! **Customer service should be a human experience between the service provider and the customer.** Think about it! In the delivery of the service or product, there are many "points of interaction" with the customer. These are also referred to as a "moment of truth" or "touch point" which occurs whenever there is customer contact. **Each "point of interaction" can create a positive or negative experience for the customer.** But, it's always an opportunity to meet and exceed the customer's expectations because this is the moment when a customer forms a perception of your company, its people and its products and services.

Customers look at your company in one of two ways. The customer either perceives you being pleasant and friendly with a willingness to serve, or you come across as negative, condescending and basically suffering from the syndrome "the customer is the enemy." Which culture do you have at your company? Does your customer service come across as your secret weapon or is it "the customer is the enemy?" **Creating a customer service culture begins with training your associates and equipping them with the proper tools and resources to implement Service Excellence.** All of this creates a positive experience for the customer that keeps them coming back and builds customers for LIFE!

Please join us on Friday, September 27th to celebrate life and Service Excellence in Dayton, OH. **Send us your customer service statement or credo this summer to play in our Service Explosion Contest** as we search for the best customer service statement in the land. We'll announce the winners before Labor Day!

I hope that many of us agree that we've witnessed a serious decline in our customer service experiences over the years. In fact, there are many instances we all can document where there was no customer service at all, leaving an everlasting, unfavorable impression and failed expectations. So, to all my Service Professionals out there, don't fall into the trap that "the customer is the enemy" in your service culture. Get your people involved and develop the **PRIDE** to create a positive and memorable experience that keeps your customers for LIFE. P.R.I.D.E. is about when **P**eople **R**eally **I**nterested **D**eliver **E**xcellence. Remember, Sales brings in customers...Service keeps them for LIFE! Together, we can create your customers' experience, so give us a call!

Good Luck & Good Service!

Bob Butler, TSP
and the Butler Learning Systems T.E.A.M.
Together **E**ach **A**chieves **M**ore

Send your information, ideas, thoughts and suggestions for Monthly Sales Tips to: info@butlerlearningsystems.com

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