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## **March 2019 Sales Tip**

### **Sales Brings In Customers... Service Keeps Them For Life!**

On behalf of all the Service Professionals around the globe, ***"I hereby declare March 2019 as Customer Service Month, whereby all Service Professionals shall be honored and recognized for exemplary service and be paid handsomely for it!"***

Can I do that? I just did! 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!

I hope 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. You can learn all this and so much more about developing a Service Excellence Culture by attending our March 29 seminar in Dayton. 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 Each Achieves More**

**Send your information, ideas, thoughts and suggestions for Monthly Sales Tips to:**  
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