



What Customers Really Want ~ Back to the Basics

A Single 90-minute Webinar



If asked to define service, many would respond “giving the customer what they

_____,” which sets the scene for _____.



- a. You can't always say yes.
- b. Saying yes doesn't guarantee a happy customer.
- c. Saying no doesn't mean you'll end up with an unhappy customer.

IS YOUR SERVICE A PROCESS OR A PROCEDURE?

- 1) A procedure handles each incident _____.
- 2) A process creates a long-term _____, with a goal of _____, not just satisfaction. You can accomplish this if you:
 - a) _____ expectations
 - b) _____ needs

What might be the needs/expectations a customer might have in the following situations?

Visit to Disney World _____

Dentist Appointment _____

What are some specific needs and expectations that *YOUR* patrons might have?

What are some specific needs that your *INTERNAL* customers might have?

877-216-5781 ~ **LINDA BRUNO** ~ Linda@LindasWorkshops.com

Online ~ Part 1 of 1 ~ 90 mins. ~ 06.17

What are other ways you can create an atmosphere of exceeding expectations and anticipating needs?

When you think about having a **H.E.A.R.T.** for customers, think about what each of those letters might stand for.

1) **H** _____ them.

How can you show your customers that you actually hear them?

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

2) **E** _____.

- A. Don't open the _____.
- B. Eliminate your _____.
- C. Don't take it _____.

3) **A** _____, then take

4) **R** _____.

- A. Conduct any _____ that might be necessary to help them.
- B. _____ the interaction; don't pass the customer around if you can help it.
- C. Begin _____.
 - a. _____ questions to clarify.
 - b. _____ carefully.
 - c. Don't _____ to conclusions.
 - d. Say what you _____ do.
 - e. Give them _____ whenever possible.

5) **T** _____ your customer!

WHAT PEOPLE LOVE TO HEAR

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Things They Should Never Hear

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

20 WAYS TO IMPROVE LISTENING ABILITIES

1. Resist _____, stay alert.
2. Develop _____ skills.
3. Judge _____, not _____.
4. Learn to listen _____.
5. Listen for _____.
6. Determine whether the person is expressing _____ or _____.

7. Respond to their _____, before responding ***with*** _____.
8. Listen "for" _____, not "to" _____.
 - a. _____
 - b. _____
 - c. _____
9. Listen at least _____ as much as you speak.
10. Avoid _____.
11. Delay _____.
12. Don't _____.
13. Keep from _____ except to draw out the other person's thoughts.
14. Keep an _____.
15. Use _____ questions.
16. Avoid _____ thoughts.
17. Notice _____ clues.
18. _____, so that they know you are there.
19. When responding, use _____ responses when the speaker is saying something _____ to them.
20. _____ what they've said.

REMEMBER THAT 2 MONOLOGUES DO NOT MAKE A DIALOGUE!

What are 2 things I will do differently to get back to basics?

1) _____

2) _____
