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Training 101 - Customer Service

When is the last time you received a thank you note from the consultant after you placed an order?

Customer service is one of the key ingredients in the mix of products and services we offer. High quality customer service, in any situation, helps to create and maintain customer loyalty. Today, customers are interested in both the products they are offered as well as the additional services they receive. From the initial meeting, to the help they receive during the refund process, they are analyzing the entire interaction, and hoping that **THIS ONE** will be different.

Top ten things to remember about good Customer Service.

1. Always thank your customers. Let them know how their purchase has helped your business, and be genuine.
2. Use their name when talking to them. When you make it a point to use their name, they will make it a point to remember yours.
3. Keep your name in front of your customers by staying in contact with them on a regular basis. A phone call or a hand written note is always best.
4. Have a newsletter subscription to let them know about upcoming specials and events. Encourage them to subscribe by letting them know that you offer special sales to newsletter subscribers only.
5. Have a positive self image by eating right, taking care of your health, and eliminating the negative self-talk and saying positive affirmations to yourself.
6. Always be dependable, if you say your going to do it, then do it.
7. Remember that the customer is always right, and when you are wrong in your actions, they will tell all they know.
8. Make it a point to get to know your customer, find out about the important things going on in their life, and then make good notes about them after the party, for follow-up phone calls.
9. Find out what your customer needs, and be a good listener.
10. Always treat them the way that you would want to be treated. A bad situation with an angry customer, handled in the right way, can create a lasting business relationship that is built on trust and respect.

Usually we go to a party, place an order, whether big or small, and if we don't schedule a party of our own, we never hear from that consultant again. **WHY?** Isn't direct sales about selling directly to our customers? You don't have a retail shop that they can browse, and placing an order online is so impersonal, not to mention, some are very leery about placing orders online. Direct contact with your customers, as well as finding a way for them to remember you, is critical to building your business in all aspects.

The first step to customer service, good customer service, starts before you even leave your house. It begins first thing in the morning, when you are getting dressed, interacting with your family, making those mental statements to yourself both good and bad. If you don't start your day on a positive note, how can you confidently and empathetically meet the needs of your customers?

When interacting with your customers, you must to find out what there needs are, what sort of products they are interested in. Perhaps they have had a bad experience with another consultant within your company. Perhaps this is the first time that they have been introduced to your products, and they don't even know where to begin. Finding out what your customer needs, is going to build that relationship with them and increase customer loyalty. Say you were going to pick out some carpet from a carpet store, and the sales person came up to you and said, "Hi, my name is Buddy. We have over 300 types of carpet to choose from. I don't know what you want, and you probably don't either, but I will be over in the corner, and when you are ready to make your purchase, I will help you."

I'm sure you wouldn't dream of being that blatant with your customer, but, how close do you come? When making that first contact with your customer, usually in the party setting, be sure to always use their name. Being personally acknowledged as a customer, gives her confidence in herself, builds credibility in you, as her consultant, and gives her an extra incentive to remember YOUR name. Being

deliberate in building a relationship with your customer, by finding out about important events in her life, and making reminder notes about her after the party, gives you a connection and something to talk about other than business, when you contact her in the future.

You have heard the old saying in business, "Location, Location, Location!" In direct sales, it's "Thank you, Thank you, Thank you!" You need to be thankful to your customers, whether they just show up to support their friend or place a \$100 order with you. Your customer is the lifeline to the success of your business. Without customers, you wouldn't have a hostess, or a new team member. Thanking your customers, genuinely, for their order, will give them confidence in you. Most women love to feel like they made a difference. Perhaps saying, "Thank you, Donna for your order, I am so excited for you because I know you are just going to love this widget! And I am especially thankful, because your order is helping me earn....!" ...a new car, a trip to Tahiti, a new couch for my living room.... Let them know why you are thankful and perhaps what is going on in your business, will help them feel connected with you.

Make it a habit to contact your customers within the first 5 days of meeting her. Again, thank her for coming to the party, or placing her order. Ask if you can add her to your e-mail newsletter list, and let her know that you periodically send through special via e-mail. Let her know that you will contact her once her items have arrived to make sure they are what she wanted, and

Why do customers "Quit"?

- 3% Move Away
- 5% Develop friendships with other consultants.
- 9% Leave for competitive reasons. (They find it somewhere else.)
- 14% Are dissatisfied with the products.
- 68% Quit because of an attitude of indifference toward the customer by the owner, manager or employee.

