

# Know How to Create Customer Relationships- July 2016

## SMALL GROUP OUTLINE

© 2015 ACADEMY for CREATING ENTERPRISE

### OBJECTIVE

Members

Will:

By:

### MEMBERS:

Will create customer relationships that LAST

By applying customer relationship principles to case studies and to their own businesses

### GROUP WORK

Case Studies

Solutions

Problems

### TASK

Write the following on the board:

	Principles that Apply	Principles that don't Apply
Case A		
Case B		
Case C		

Read through the following 7 principles of creating good customer relationships and then read Cases A, B, and C. Decide if each principle applies or does not apply to the cases and write the number of the principle in the appropriate box on the board. Point out that the first letter of the first four principles (Listen, Apologize, Solve, and Thank) spells the word L.A.S.T. These four skills and others will help business owners create customer relationships that LAST.

### PRINCIPLES

#### 1.Listen

Listening to your customer means doing your best to understand their needs and wants. This can be done by simply talking with them or interviewing them. You should also be open to comments and suggestions, conduct simple surveys and simply observe them. Insights you get from these efforts can help you improve your service and over all business relationship.

#### 2.Apologize

You may not always do things right. Even your best efforts may sometimes fall short of their expectations. When this happens you need to sincerely apologize for any inconvenience you may have cause. Arguing with the customers is a dead-end strategy. You may win an argument but may lose a potential long-term customer.

#### 3.Solve

Solving customer concerns is how you really demonstrate Exceptional Customer Service. Do your best to go out of your way to help them with their concerns. Most of the time, a simple act will do the trick.

#### 4.Thank

Always sincerely thank customers for their business. A sincere and well expressed gratitude will go a long way in establishing customer relationship that last.

#### 5.Acknowledge

When a customer comes into the store, acknowledge him immediately. Approach him with a friendly smile, and introduce yourself with a handshake or other physical gesture that is appropriate in the culture.

#### 6.Sell

Take an active approach to selling. Instead of asking, "May I help you?" ask a question that gives you an opportunity to share information about your store, your merchandise, or whatever differentiates you from other stores. An example of such a question is, "Have you been in our store before?"

#### 7.Give time

Give as much attention to customers as they need, but give customers time to browse if they seem interested in just looking at the merchandise and taking their own time.

### CASES

A. Federico gave his customers a satisfaction survey and a pen for filling it out. One customer said she felt the survey was in bad taste even though Federico tried unsuccessfully to convince her of the survey's purpose and value. When customers handed in the survey, Federico expressed great appreciation and gave them the pen (which had his company name) to keep.

B. Martha has a dry cleaning business. Some customers complained that soiled food spots and soiled necklines weren't coming clean enough. Martha re-processed their clothing items at no additional charge. Then she researched the Internet for solutions, and personally tried them until she found a solution that worked wonders to take out spots on her customer's clothes.

C. Simeon is a clerk in a men's clothing store. He waves and smiles at people when they enter the store and introduces himself. He then asks: "What brings you into our store today?" Simeon lets his customers look through the clothing racks, but checks back from time to time to answer questions and make suggestions.