

Value Your Customers- September 2016

SMALL GROUP OUTLINE

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OBJECTIVE	
Members Will: By:	Members: <u>Will</u> value their customers by doing A,B and C <u>By</u> giving Attention to their needs and concerns, Building rapport with them, and Communicating how important they are to the business.
GROUP WORK	
From the Experts Case Studies Application	From the Experts 1 <i>What insights does the following statement give you about the importance of valuing your customers?</i> “In order to take care of customers, you need to have a full understanding of your customers’ wants, needs, preferences, and desires. And you must work to ensure that each and every first-time customer becomes a second-time and third-time customer. Unless customers achieve satisfaction from the purchase and use of your business’ product or service, they may be unlikely to buy from your business again. Thus, in order to retain customers, you must develop customer loyalty—you must do those things that keep the customer coming back time and time again. This perspective on customer service should encourage you to think beyond the normal activities involved in the sales cycle. Post-purchase activities that become important include repairs, routine maintenance, trade-ins, and re-sales.” (WTANJ: Vol 1:38)
	Case Study <i>As a group study this case study and make a list of what Philip does to promote A,B,C in his business.</i> Philip has been running a bottled water-distributing business for about six years. He buys very large amounts of filtered water from distributors; repackages it into convenient, portable containers; and then sells the water to nearby businesses and residents. Philip has about 60 customers who buy from his store on a weekly basis. He has a weekly average revenue of 9,120 pesos, so he knows that each of his customers brings about 152 pesos of business to him each week. Philip is constantly trying to attract new customers to his business, so he knows how hard it is to attract new customers; thus, he focuses his time and energy on keeping his current customers and encouraging them to bring even more revenue to the business either by purchasing more water from him each time they make an order or by purchasing their normal amount of water more frequently. Philip also tries to cater to his customers’ every need while they are in his store. He greets them in a friendly way, tries to remember their names, carries their water purchases to their bicycles or cars, and even offers to deliver the water to the home or business of his best customers. He encourages his two employees to do the same. By showing his customers that they are important to him, Philip is able to take good care of his business’ most valuable asset: its customers.
	Application <i>Each member of the group should make a list of actions they can take to apply A,B,C in their business and then share their plan with another member of the group.</i>
	From the Experts 2 <i>If members in the group need help with ideas on how to apply A,B,C share with them the following suggestions:</i> <ul style="list-style-type: none"> • 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. • 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?” • 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. • Train your employees to serve customers well and treat them with respect. Train them to greet customers, identify their needs, and help them find the products that can satisfy those needs. (WTANJ: Vol 1:39-40)