

#### The Rules of LEAST Protocol

- Each period in LEAST represents thinking. The arrows point to the things that you can think about prior to the next period.
- Keep in mind HAIL.
- The large diamond on top represents situation.
- The circle below the diamond represents a way.
- It's up to you to make use of this in a family or friend setting.
- The 8 don't may present opportunity in the right moment

Customer Services ~ Lance Bongon ©

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#### Adjust Communication Based On

- Culture
- Age
- Role
- Disability

#### Communication Line

- Letter
- Voice Call
- In-person

Anticipate Behaviour

#### Create Rapport & Build Relationships

Anticipate personal space and create a personal bubble.

Keep calm especially when the customer is angry. You would want them to mimic your body language and have a deep polite curiosity regarding their anger.

Friendly & Positive Language

- Smile ~ no matter the situation
- Honest - body language
- Friendly and Helpful Tone

In a customer setting you must do the following:

- Control the way you speak
- Control the way you move your body
- Control the way you think. It's all about the mindset.

Note: In a social setting it's up to you how you move your body, speech, and motivation.

In a customer service setting you must put their needs first, unless in an extraordinary circumstances.

In a Social Setting it's your freewill.

You can appeal to the following emotions:

- Reciprocity
- Scarcity
- Authority
- Liking
- Urgency
- Validation

[https://www.amazon.com/Robert-B-Cialdini/p/B000AP9KXG/ref=dp\\_byline\\_cont\\_book\\_1](https://www.amazon.com/Robert-B-Cialdini/p/B000AP9KXG/ref=dp_byline_cont_book_1)

Always be curious

#### Keep In Mind

People have biases to simplify information.

**Cognitive Bias:**

- Allows us to make quick decisions without thinking so much about consequences to simplify information from stimuli.
- This can lead to poor decision-making and false judgments.
- Common cognitive bias fundamental attribution error, hindsight bias, and confirmation bias.

Focus on the conversation and **TRY** to answer the question before if any. You may find that you can come back to that topic and have further conversations regarding the topic.

In a social setting and non-customer facing situation. You can remain silent and disagree or you can disagree and provide a positive outlook.

**Small talk can go a long way in finding commonality grounds.**

**Know the date of the deadline, the services required, and the type of customer the person is.**

#### Positive Words and Etiquette

Don't Say This...	Instead Say This...
I wouldn't go for that offer...	If you stay with this offer...
Don't wait to...	If you continue to...
Absolutely	Yes
This is going to get a little trickier...	This is where it is going to get a bit more interesting...
You need to...	I suggest that you...
We don't deal with that...	Let me put you through to...
OK? (after every instruction)	Did you answer all the points in order of importance to the customer?
You said...	We previously spoke about...
I'm sorry you feel that way	I'm so sorry to hear about this, Mr Smith
Everybody else...	If I were in your position...
This is the option for you	Given that you've told me... I would suggest that you go for option X or option Y

#### Conversations

In a non-customer social settings these are the topics that you could possibly work with. Otherwise below is the services you can provide.

**The 30 needs of any person and the services that you can sell them:**

#### Social Impact

##### Life Changing

- Motivation
- Provides Hope
- Self-actualization
- Heirloom
- Affiliation/Belonging
- Emotional
- Reduced Anxiety
- Rewards Me
- Nostalgia
- Design/Aesthetic
- Badge Value / Certificate
- Wellness
- Fun/Entertainment
- Attractiveness
- Provides Access

##### Functional

- Saves Time
- Simplifies
- Makes Money
- Organization of Things/People
- Connects
- Reduce Effort
- Avoids Hassle
- Quality
- Variety
- Sensory Appeal
- Inform

You can categorise topics according to Life Changing, Emotional, and Functional stuff.

You NEED to prepare several topics before being able to offer them life changing, emotional, and/or function services.

Being on top of trendy topics and according to the persons role can result in long conversations. Thereby presents an opportunity to sell services.

#### Wisdom

Learn: Episode of Love X Robot Season 3 Episode 6

You can seek opportunity in their personality, culture, ethnicity, and their hobbies using the 6 rules of persuasion, and the services you can provide.

#### Before Problem Solving

Before Problem Solving Remember:

- Customer problem may not be our fault, but it is a problem still our problem to solve.

However: In a social setting with friends and family it's up to you.

Anticipate what the person will give you, which can be the following:

- Needing help that requires action ~ prepare those task list and get ready for it.
- Needing Information of the following
  - It can be in the form of your Subject Matter Expertise
  - It can be a form of knowledge gap ~ step by step instruction
  - It can be in the form of Rules, Regulation, and Legal Requirement
- Needing emotional reassurance with phrases like
- Needing life changing services

#### Sorry Not Sorry!

The step of apology can be skipped and go straight to problem solving section. LEAST will become LEST!

#### NO GOODBYES? Rinse and Repeat! Empathise or Listen!

Gauge their body language and the context of their speech. You may rinse and repeat after solve and get back to LISTEN phase, otherwise a thank you would suffice.

**Situation**

Mentally, Emotionally, Figuratively Speaking **DON'T:** 1. Judge 2. Gossip 3. Complain 4. Be Negative 5. Dogmatise 6. Complain 7. Excessive Excuse 8. Excessive Exaggeration

**Listen. Empathise. Apologise. Solve. Thank.**

Moral Ethics of an Agent: Honesty, Authenticity, Integrity, Love.

## Agent Services

#### Agent Products & Services

This is actually your product.

- What you learned at school.
- What product you created.
- The services you provide on your role as a professional.

You can take the following actions:

Use the **DEAL Technique** to troubleshoot problems if you don't know much about it.

- Determine - make assumptions
- Examine - confirm assumptions
- Act - test assumptions and provide proof of service to boss and customer.
- Look - look forward to updating the person, otherwise proceed to thank phase.

Note: You may use Google, SME's, Technical Forum, or OEM.

You can use the **STAR (Situation. Task. Action. Result) method**. Otherwise when it comes to giving information.

You may also use the following communication style:

- Business Case
- Presentation
- Demonstration
- UML Diagram
  - Object Oriented Programming
  - Database Design
- Brochure
- Knowledge Gap Report

Note: Try your best to story tell. People are more receptive to story telling.

#### 25 Positive Words

For Customer Service

- |               |                |                 |
|---------------|----------------|-----------------|
| 1. Definitely | 10. Excellent  | 18. Interesting |
| 2. Absolutely | 11. Enjoy      | 19. Brilliant   |
| 3. Certainly  | 12. Splendid   | 20. Exciting    |
| 4. Exactly    | 13. Essential  | 21. Terrific    |
| 5. Completely | 14. Generous   | 22. Fascinating |
| 6. Quickly    | 15. Recommend  | 23. Expert      |
| 7. Fantastic  | 16. Friendly   | 24. Favourite   |
| 8. Great      | 17. Impressive | 25. Ideal       |
| 9. Marvellous |                |                 |

#### Service

Avoid a poor quality service! You may have provided good lip service but if the product or service isn't excellent it still destroys reputation.

**Endeavour for Equivalent Exchange.** You don't want people feeling used and sucked dry.

Appeal to their 30 customer need and you can exceed expectation by offering them further services.

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#### Generate Value

- Environmental Benefit
- Economic Benefit
- Social Benefit

Rinse and Repeat