

Service With a Smile

By John Boe

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Successful salespeople have the ability to turn the customers they serve into advocates. They don't directly ask for assistance, they do it by "going the extra mile" when providing service. It is only natural for satisfied customers to refer their friends and business associates to someone they know they can trust to take good care of them. In every walk of life, the people who have achieved success in their lives have done so because they have rendered their talent and ability in service to others. Your ability to provide quality service after the sale is critical in developing "lifetime relationships" with your customers. Top salespeople have learned that the key to their success is "service with a smile." They understand that their referrals and follow on business is in direct relationship to the service they render on a daily basis.

"Going The Extra Mile" Service Tips

1. Always under promise and over deliver. Develop a reputation for reliability; never make a promise that you can't deliver.
2. Stay in contact and keep good records. Set up a suspense system to track important contact dates such as client review calls and birthdays. Consider sending a personal note or an article of interest once or twice per year.
3. Pay attention to the small things. Get in the habit of returning phone calls, e-mails and other correspondence quickly.
4. Give your customers a promotional gift. You might want to consider sending them a letter opener, coffee mug or a calendar with your picture and contact information.
5. Establish a feedback system to find out how your customers perceive the quality and quantity of the service you provide.

How would your customers rate the service you provide? Do you currently have a system in place to measure customer satisfaction? The young man in the following story developed a unique but effective feedback system.

One evening Jim Rodgers walked into the living room and overheard his fourteen-year-old son, Mark on the phone. He was speaking to Mrs. Johnson who lived down the street. Mark asked Mrs. Johnson if she needed a lawn service. "What's that?" Mark responded, "You already have a boy who takes care of your yard? Tell me, how is he doing? Does he edge and trim the way you like it?"

Does he clean up when he's done? He does, huh and you're happy with him. O.K. Thanks anyway." As Mark hung up the phone he turned around and saw his Father standing behind him with a surprised look on his face. "Mark, I thought you were already mowing Mrs. Johnson's yard?" "I am, " replied Mark "I just called to see how I was doing!"

John Boe, based in Monterey, CA, helps companies recruit, train and motivate top-quality people. To view his online Video Demo or to have John Boe speak at your next event, visit www.johnboe.com or call (831) 375-3668.

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