

What Is Your Product Or Service?

By Kennette Reed

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What Is Your Service or Product?

People sell what they know. Every member of your staff should know as much as possible about every service or product you sell. Make sure every existing and new employee is educated about service's/product's benefits and uses. Without knowing what you sell and how it benefits the customer, staff will continually fall short of service and sales expectations.

To ensure everyone maintains a high level of knowledge about services/products and benefits, training/education should be repeated and tested regularly. Remember, every service/product introduction means additional training/education for every staff member. An uninformed and unknowledgeable staff member will not be respected by those in the know, and will be the source of clogs in the information pipeline. A slowly responding organization and increased turnaround time will be the end results. Bottom line, everyone loses.

About the Author

Kennette Reed, CLP, is a freelance writer, marketing professional, public speaker and interior landscape consultant. She publishes a monthly customer service ezine, Customer Connections, has written numerous articles, an ebook, How to Break Into the Interior Landscape Business and provides customer service and marketing consultation services to firms across the country.

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