

# 7 Essential Life Skills

## Part 7 – Service Skills

*Accelerating Excellence with Del Gilbert*

Podcast Episode #69- Resource Guide

*"Treat every customer as if they pay your paycheck. Because they do!"*

- Jeffrey Gitomer

### 7 SERVICE EXCELLENCE PRACTICES

#### 1. Make a Great Impression

1st impressions are like wet cement; you only have a small window of time to make an impression. Once that impression is set, good or bad, it is difficult to change. You never get a second chance to make a good 1st impression.

#### 2. It's Always Showtime

Always speak well of your co-workers, other departments and your organization. This gives the customer confidence and lets them know everyone is working together to provide a positive experience.

#### 3. Make a Personal Connection

Customers want more than transactions, they want relationships. Be warm, friendly, and cheerful. Every business is a relationship business. Customers want to do business with people they know, trust and like.

#### 4. Elevate Your Language

Speak in a tone that says, "I'm here to help." When dealing with customers, emphasize what you can do, not what you can't do. Rather than using the phrase 'no problem', use language like 'I'd be happy to' or 'You are very welcome.' This conveys a desire to delight the customer.

#### 5. Handle Difficult Situations with Skill

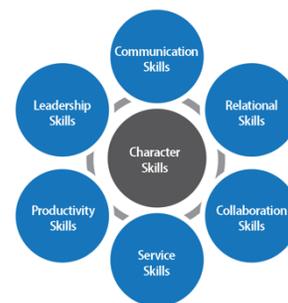
Think of working with difficult customers as a challenge. Don't try and win an argument, try and win them over. If you handle service recovery well, you could leave the customer with a more favorable impression of your company than if nothing bad happened. Use the HEART Model.

#### 6. Over-Deliver

Do whatever you can to do something positive and unexpected. Think about how you can go the extra mile. Be a craftsman not a carpenter.

#### 7. Leave a Lasting Impression

Tie a nice bow around the whole customer experience. Have great bookends, a great first impression and a great lasting impression. It could be something as simple as "we appreciate your business" or "thanks for coming in." Very often, little things are big things.



*Your success in the marketplace will be in direct proportion to your ability to serve well.*