



## *“Willie’s Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty”*

**By: Phil Van Hooser**

### **Short Description of the Presentation:**

Customer service is always on our minds, or at least it should be. The question is not: Do we think about it? The question is “Do we do anything about it?” This month Phil Van Hooser will share six secrets on customer service he learned from a most unusual taxi drive named Willie. This presentation will be very entertaining while making some very specific practical points on customer service.

### **Key Points Covered:**

- **Redefine the routine activities of your job** – Look at what you do every day that defines who you are to your customer. It’s what you are currently doing that impresses the customer, not what you are going to do “new” in the future.
- **Recognizing and acknowledging the customer immediately is key** – Give your full attention to each customer the moment you come in contact with them.
- **Give the customer your undivided attention** – The customer should feel like they are the only person on the planet, when you are talking with them
- **Listen honestly** – Ask genuine questions of your customer and then fashion your service model around the customers needs
- **Bend the rule some times** – This does not mean break the rules but bend them to fit the customers needs.
- **Make the last few seconds count** – Asking for a little bit more can double your business!