

21 Ideas on Creating a Sales and Service Culture

by
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Short Description of the Presentation:

Having an outstanding sales and service culture will attract better employees, word of mouth will create more customers and your competition will not know how to respond. This presentation includes twenty-one ideas on how to increase the sales and service culture of your company.

Goal:

- Everyone in company seeking out and building relationships
- Exceed customer expectations
- Create a great experience before, after and during the sale

Top Five Industries with the Worst Customer Service

Definition of Culture

Four Components of Cultural Change

- Communication
- Training
- Systems
- Accountability

21 Ideas on How to Increase the Sales and Service Culture of Your Company

- Meet with the leadership team
- Define your mission
- Define your values
- Hold an all hands meeting
- Team strategy
- Create a formal customer input program
- Make training a priority
- Share best practices
- Create an “On Boarding Process” for new hires
- Set up a mentor system
- Improve, correct or remove under performers
- Be sure managers are managing
- Hold regular meetings
- Communicate monthly with a written note
- Evaluate individuals on service

- Have departments evaluate each other
- Reward and recognize
- Measure Customer Service
- Lead the way
- Demand the best from your leadership team
- Create a high performance work environment

