



“Sales, Service & Stress – Done Right--the First Two Relieve the Latter”

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Short Description of the Presentation:

You and your employee's speech and words will convey an image to your customers about who the company is. Each conversation with a customer includes three parts: Containment, Qualifying and Correcting. When these three things are done, relationships will be built that produces long-term profitable customers.

Key Points:

Think before You speak!

Take time to pause and think before you speak to a customer. Our voice implies five things to the customer:

1. Health
2. Intellect
3. Education
4. Assertiveness
5. Ability to get things done

“May I” tells the customer you are smart and are better educated. “Can I” is what an amateur says.

Tone of Voice

Tone of voice says more than the words or content of the message. Tone conveys 80% of the content, not the words. The caller doesn't just pre-judge you..... they pre-judge the organization as well.

Do Not Imply Blame

Implying blame will make the customer defensive, which makes them stressed and when they are stressed the relationship is damaged.

Method: Contain, Qualify and Correct

Try to contain the conversation to keep things from getting worse. Contain first, then qualify. If you don't, the customer will be upset with you, and you will hear extreme words like every, always, all and never.

Building Rapport

Two key words: “Expertise and Empathy”. Customers don't care about how much you *know* until they know how much you *care* (empathy). Take time to listen to the customer. Let them vent first. Maintain a high sense of integrity by telling them the truth. Tell them what you can do, not what you can't do.