

No one could explain it, what went on with that service call. Nothing like that ever happened here before or since.

Some customers have had numerous experiences with service providers and still remain searching for the elusive fantastic service provider. The service provider that will give consistent service that will equal superb value for the customer's money that will yield satisfaction beyond belief and expectation. Is it that no one cares or knows how to deliver this satisfaction to the customer?

A company should provide a sales system that will ensure both the service provider and customer can and will receive superior efforts that equate to value however a system by itself will not provide satisfaction for the customer. It takes a little more you to help the sales system to enjoy optimum success for you and your customer.

During a conversation with a consumer the other day we discussed this very issue. He stated that one company visited him 4 different times. The very first encounter this customer spent quite a bit of money and purchased products he normally does not consider. It was an enjoyable ownership exchange that left him more than satisfied. He was very pleased with the intangibles of the company, communication, service, neatness, and professionalism to complete the tasks at hand.

The next 3 trips did not measure up to the first visit. The sales system was identical to the sales system used on the first visit so why did it not drive the satisfaction on the next 3 visits? The only answer would seem to be the personalities of the next 3 service technicians and their ability to implement the strategies of the sales system. Something was missing and it sounds as if the caring portion of the system was lacking.

The service technicians forgot the most important feature to any sales system and that is it is for the customer and not for them individually. A sales system will give you a guideline to follow however it will not be specific with the communication process and how the terminology is translated to the customer. Respect for the customer was not given and information was not passed. Instead of informing the customer the customer was told. The customer was given no viable choices, the choices were to complete the task or get someone else to complete the task. The customer was not included in the decision making process of what to do or what was going to be completed. There was no easing of the customer's pain and no one asked where it hurt.

The service providers did not pick up on the resistance by the buyer. The attitude by the buyer was while you are there you might as well do the job. The service providers attitude was since I am here I might as well take care of this for you and that is the reason the buyer felt this way. When the service provider permits this kind of attitude to exist there is no way the buyer can feel special about his or her purchase and indifference creeps into the equation.

What is different about this experience than the first experience jumps into the spotlight? When this consumer decides to talk to the company about the concerns in most instances he or she will be placed into the category of a complainer. This is far from the truth. This customer wants to be heard however they may not want to give you another chance as the company and the staff has lied about the service and value the customer will receive in the future. It is extremely difficult once indifference is felt to turn the circumstances around where there is a benefit for the customer to use you once again.

A sales system is only as good as the person making use of the system. When the system is understood and utilized properly the sales service provider will enjoy a successful exchange with a customer. How he or she implements the strategies of the sales system will catapult the pending sales opportunities towards satisfaction.

In the service trades for example an inspection of their HVAC, plumbing, and electrical systems by itself will not produce results. However add questions that peak the customers interests will. A question asked such as; how does preventive maintenance sound to you that in all likelihood can extend the life of your existing equipment and in all likelihood can prevent premature failure? Would this interest you? How would this benefit you? Now the inspection may seem relevant to the customer and very important to him or her in the future. This will give the customer an opportunity to take the necessary repairs today or budget for them in the future.

Informing new customers as well as reminding existing customers how you operate can help generate perceived value. In the case of existing customers it may help them remember what it is they liked about the service your company provided them on the last visit. This information may well lead the customer to ask questions that concern them or inform you of other issues they are experiencing at this time.

Asking consistent questions concerning the issues the customer is presently experiencing will give the customer the feeling they are included in the decision making process concerning the solution that best fits their interests in resolving the issue at hand. These questions will resemble questions like these; has this happened before and how often, what did you do the last time, and what do you want to

accomplish today? Depending on the answers to these questions by the customer will determine the customer's wants and will give you the necessary information to proceed with the best solution according to the best interests of the customer.

Start today with asking questions that includes the customer with the solution. Start today giving the customer exceptional value that equals if not exceeds their expectation. Start today and give the customer everything that he or she needs to feel special for working with you. Start today and keep earning the right to do business with your customers and give them a reason to keep working with you.