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# How Excellent Customer Service Drives Sales



# Did you know?

- The average business loses 10% of its customers each year.
- It costs approximately 6 times more to find a new customer than it does to satisfy and retain your current customers.
- A 2% increase in customer retention has the same effect on profits as cutting costs by 10%.
- 68% of customers leave because they feel an attitude of indifference towards them as the customer by either the owner, manager or employees of a business.



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# What is Customer Service?

- Customer service can be defined as, “An organisations ability to meet their customers needs and wants”
- Some of a customers basic needs include:
  - Personal Recognition
  - Courteous Treatment
  - Respect
  - Empathy
  - Understanding
  - Patience
  - Professionalism



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# When does customer service start and when does it stop?

- Customer Service starts before the purchase and continues through the purchase and beyond.
- You don't close a sale, you open a relationship!





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**Building Rapport  
Builds Relationships,  
which drives sales.**





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# Rapport Maker or Breaker?

- Answering the phone while busy or disinterested.
- Use the person's name
- Use the person's name (even if you mispronounce it)
- Place the person on hold for 2 minutes
- Talk over the top of a person
- Listen to the person
- Raise your voice at someone when they are wrong
- Yawn on the phone
- Agree with everything the person says
- Mimic the persons accent



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# Positive V's Negative Language





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# Positive V's Negative Language

## Yes

I do know

Sorry (only if genuine & for something you have done).

Absolutely

Exactly

Fortunately

I suggest

That's correct/right

Certainly

Will

Remember

Happy to

You're welcome

I agree

At no cost

May I/Can I

Glad to help

Lovely

I understand

Fabulous

Excellent

It's a pleasure

## No

I don't know

Sorry (as a softener).

Not my fault

Wrong

Unfortunately

But (use full stop instead!)

No problem/not a problem

You should

Won't

Forget

Don't

Technical language/Jargon

However

Free

Only



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**To register your interest in the full  
day Customer Service Workshop or if you  
would like assistance with any other  
Business Training and Development  
needs...**

**[www.becsmallbiz.com.au](http://www.becsmallbiz.com.au)**

**Tel: 9545-5900**

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# Any questions?



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**Thank you for your attendance –  
now go out and increase your Sales  
through your exceptional  
Customer Service!**



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