

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

How to Be GREAT at Customer Service!

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
System



A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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The Awakened CEO System



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Agenda

- How To Transform Yourself and Your Company
- The Evolution of Service
- What is Customer Service?
- The Value of Excellence in Service
- The Five Service Success Principles
- The Bottom Line

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How To Change

- What to do - Education
- How to do it - Training
- Doing the work - Coaching

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Doing the Work

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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The Evolution of Service

- The Complaint Department
- Great service used to be the exception
- Now great service is expected
- But superior service is still an advantage
- ... for example, Zappos
- And news about bad service is immediately spread worldwide!

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What is Customer Service?

- You understand that service is a part of your product offering
- You see problems as opportunities
- You track customer satisfaction
- You up-sell and cross-sell at the point of service
- You ask for referrals as appropriate

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Value of Excellence in Service

- Your customers love to call you
- You handle every complaint with great compassion, courtesy, and professionalism
- You never worry about someone having a bad day or a bad experience
- You get lots of calls from people who have heard about what a great experience it is to work with you



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Value of Excellence in Service

- Your Customer Service conversations always include the opportunity to purchase additional products and services, and when appropriate, provide a referral to a new prospect
- You are selling at every touch point and your customers welcome the invitation



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Impact of Poor Service

- The people who answer your phones are grumpy and temperamental. You never know when they are going to start yelling back at the customers.
- You have a lot of complaints blasted all over the Internet. If anyone looked up a review, they certainly would not buy from you



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Impact of Poor Service

- Every time you have a quality problem, you lose a customer. They get so angry with you that they never return and they tell everyone to stay away

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Five Principles of Excellence in Customer Service

- Focus on the Customer Experience
- Handle Problems and Complaints Professionally
- See Your Problems as Opportunities
- Track Customer Satisfaction
- Sell at the Point of Service

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Focus on the Customer Experience

- You want to make every experience delightful, or at least respectful
- The most important thing is how you make the customer feel about themselves

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Focus on the Customer Experience

- Maya Angelou: “I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

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Focus on the Customer Experience

- You want to make every experience delightful, or at least respectful
- The most important thing is how you make the customer feel about themselves
- Keep in mind that when a customer is angry, they are feeling powerless and /or trapped

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Emotional Intelligence

	Recognition	Regulation
Personal Competence	Self-Awareness	Self-Management
Social Competence	Social Awareness	Relationship Management

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Defining Moments in Service

- When they happen, your relationship skills are far more important than the technical skills you have...
- ... or who is right and who is wrong
- you can learn to respond effectively to your customers under any circumstances and to turn around even the most difficult customers



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Handle Problems and Complaints Professionally

- Be alert and aware
- Remember that your attitudes and your tone of voice are extremely important
- Follow a process

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Managing Challenging Conversations

- Smile on the phone, to communicate friendliness and respect
- Listen patiently, to communicate strength and concern
- Use a soothing but concerned tone of voice to communicate strength and kindness



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Managing Challenging Conversations

- Be extremely courteous at all times, to communicate concern, strength, and respect
- Always speak well of your teammates, to communicate confidence
- Speak very clearly to communicate competence



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Managing Challenging Conversations

- Always maintain your poise and your self control
- Never raise your voice
- Resist the temptation to fight back
- Fight your instincts, not the customer!

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Managing Challenging Conversations

- The bottom line: your customers are allowed to lose their temper (to a point) and you are not
- So resist the temptation to interrupt and avoid those death spiral conversations
- If you have to, take a time out



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The Process

- Switch into “red light” mode
- Let them vent
- Make an empathetic and / or apologetic response
- Begin the active problem solving
- Set their expectations appropriately
- Thank them and wish them well



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See Problems as Opportunities

- Learn from every failure
- Win a customer for life

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Learn from Every Failure

- Track every problem
 - To analyze the data
 - To record solutions
 - To make sure that an issue doesn't fall through the cracks

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Win a Customer for Life

- When you treat somebody with respect, especially, when they know they don't particularly deserve it, they will always remember how you made them feel and how you treated them
- Make them feel good enough and they will stay with you forever



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Track Customer Satisfaction

- Periodic Surveys
- Third Party Surveys
- Ask Great Questions

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Periodic Surveys

- Every quarter or every year
- Perhaps after every interaction
- Random or universal
- Person to person or automated

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Third Party Surveys

- Encourage frank comments
- People will provide feedback anonymously and to third parties that they will never say to you personally
- They need to feel safe with their comments

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Ask Great Questions

- Rating questions: On a scale of 1 to 5
 - How positive was your experience
 - How likely are you to ...
 - How would you rate
- Open ended questions
 - What can we do to improve?
 - Did anyone provide exceptional service?
 - Did anyone fall short of expectations?



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Sell at the Point of Service

- Becoming the norm
- When you have helped someone and made a connection with them, you have their trust and their respect
- That means that their shields are down, their resistance is low, and they are far more likely to respond courteously and favorably to a friendly request



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Examples

- Ma'am, I see that you have purchased product X. Have you heard about product Y?
- Ma'am, before we leave, have you heard about the special we are running on lawn chairs? It is really a great deal!
- If you know of anyone else who you think might like X, I can offer them a special discount right now; who do you know?



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Five Principles of Excellence in Customer Service

- Focus on the Customer Experience
- Handle Problems and Complaints Professionally
- See Your Problems as Opportunities
- Track Customer Satisfaction
- Sell at the Point of Service

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Customer Service Success

- **Mindset** – The customer is king!
Attitude is everything; problems are opportunities
- **Methods** – Problem management processes, tracking, surveys
- **Momentum** – Establish your processes immediately, or at least before you go to market



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Excellence in Service Mantra

“I will focus on the customer’s experience and make it the best experience possible. I will handle problems and complaints professionally. I will keep my cool and always treat my customers courteously and with great respect. I will find a lesson and a blessing in every problem. I will track customer satisfaction so I can demonstrate my improvements over time, and I will do my part to increase revenues by selling at the point of service.”



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The Bottom Line

- You can be great at customer service
- You have to be great at customer service
- It's not that hard to develop systems, implement them, train your staff, and monitor the success

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Agenda

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Homework / Exercise

- Talk to your coaches and colleagues about customer service training and coaching
- Focus on being excellent in customer service as soon as possible
- Turn that next problem around...
- ... and every one after that!

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Related Office Hours

- 12 – Your Company Culture
- 35 – Conscious Business Leadership
- 50 – Delivering Happiness
- 51 – Social Proof Marketing
- 91 – Emotional Intelligence

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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: Feb 22nd

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com



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