

Lee Milteer's Millionaire Smarts® Coaching Program Outshine Your Competitors with Outstanding Customer Service

Lee Milteer Interviews Keith Lee

II. Beyond Customer Satisfaction

Dear Millionaire Smarts® Members,

Our intent this month is to review our current customer service protocols and install new life blood into your team's mindset and actions when dealing with clients, customers, and patients.

Because customer service is such a vital part of good business, we think that most people would be trained on how to give great customer service but just the opposite is true. It isn't taught in school, and most people only give lip service to training their staff because they wrongly assume that people will automatically give good service if it's their job. This reminds me of a brand new show on TV called Battle Creek about an FBI agent and a detective at a police department where one says: "if you are nice to people they will be nice to you." The detective says: "Have you met people?" It makes me laugh because it is so true.

Most of us can come home every day and tell our loved ones about some insane customer service experience. It's important that you make sure your company is not on that daily complaint list from your customers.

The following is from our expert author Keith Lee and his very valuable book *The Happy Customer Handbook: 59 Secrets to Creating Happy Customers Who Come Back Time and Time Again and Enthusiastically Tell others About You*. This excerpt is for your personal use only and not for reprint.

The *Harvard Business Review* reports that if you can prevent 5% of your customers from leaving, you can increase your bottom line profit by 25–95%.

A *US News and World Report* study found that the average American business loses 15% of its customer base each year:

- 68% of customers who stop buying from one business and go to another do so because of poor or indifferent service.
- 14% leave because of an unsatisfactorily resolved dispute or complaint.
- 9% leave because of price.
- 5% go elsewhere based on a recommendation.
- 1% die.

So 82% go somewhere else because of a customer service issue!

With the *Harvard Business Review* reporting that you can increase your bottom line profit by 25–95% if you can prevent 5% of your customers from leaving, and *US News and World Report* reporting that 82% of customers leave one business and go to another because of a customer

service issue, if you are serious about staying in business, you had better be serious about customer service.

What's sad for you and me, is that most of those customers who leave don't bother to complain. They just leave and don't come back. Then you're stuck spending a bunch of time, money, and resources trying to get new customers when with some consistent and persistent messages and training to both your team members and customers, they would never have left in the first place.

It's been shown time and time again that getting new customers is one of the most expensive things you can do to grow your business. Once we get a new customer, we simply can't afford to lose them.

But this is great news for you! Every business category is seeing more and more competition every year. Just about every category has a version of national chain competition, competition from discount franchises, price competition, and competition from the internet, all making it harder and harder for you to thrive. But the great news is that in this most important area, the reason most customers leave one business and go to another, **you can not only beat the competition – you can crush them.**

I own four businesses, and all of them are dependent upon small independent businesses for their survival and growth. My businesses can only thrive when your business thrives, so I'm dedicated to seeing that independent small businesses not only survive, but thrive.

YOUR CUSTOMER SERVICE EXPECTATIONS NEED TO BE EXTRAORDINARY

When it comes to customer service, the goal for many companies is a satisfied customer. Sounds pretty good, right? **Wrong!**

Customer Satisfaction is Worthless, Customer Loyalty is Priceless

Customer Satisfaction is Worthless, Customer Loyalty is Priceless, by Jeffrey Gitomer is one of my all-time favorite business books.

Satisfied customers are... satisfied! If someone else has a little better price, or opens a business that's a bit more convenient, they're gone. Just think of it, if your goal is a satisfied customer, even if you and your staff do everything perfectly, **the best you'll get is a satisfied customer.** After all, that's the goal.

But the reality is, **if your goal is a satisfied customer, you're going to fall a bit short once in a while.** Then where are your customers? Certainly, less than satisfied! So customer satisfaction is not good enough. Your customer service expectations need to be exceptional. You need to create not just satisfied customers, but happy, loyal customers.

What happens when a happy, loyal customer finds a lower price? They're likely to stay with you or at least let you know. What happens when a competitor who's a bit more convenient moves in and your customer is happy and loyal? They're likely to keep coming to your business.

What happens when you mess up with a happy, loyal customer? Your happy, loyal customer knows that's not normal, and they're likely to tell you and let you make it right.

What happens when the subject of the products or services you offer comes up with a happy, loyal customer? They're likely to rave about you and you're likely to get another new customer.

Be sure that everyone in your business understands that your customer service expectations are to create not just "satisfied" customers but to give customer service that creates happy, loyal customers.

EVERYONE IN YOUR COMPANY NEEDS TO KNOW YOUR CUSTOMER SERVICE EXPECTATIONS

If you want to successfully implement and deliver Make-You-Happy Customer Service, you need to ensure that everyone in your business understands your Make-You-Happy Customer Service Expectations.

You only have one chance to make a first impression

If you believe in Make-You-Happy Customer Service it needs to be the very first training that any new employee (team member) receives.

During the first hour of employment at American Retail Supply, every new team member receives Make-You-Happy Customer Service Training. This training starts with an introduction to Make-You-Happy Customer Service with the new team member's manager. The new team member then completes a workbook while watching our *Make-You-Happy Customer Service Training DVD*. After watching the DVD and completing their workbook, the new team member's manager leads a discussion about Make-You-Happy Customer Service. We then give the new team member this book to read before they continue with other training.

This system assures that each new team member gets the same consistent customer service training. Completing the workbook and discussing it with their manager guarantees that they actually pay attention and understand what's expected. Receiving this training during their first hour of employment reinforces that their most important responsibility is providing Make-You-Happy Customer Service.

The next secret to Make-You-Happy Customer Service may surprise you, but it is critical.

YOUR CUSTOMERS NEED TO KNOW YOUR CUSTOMER SERVICE EXPECTATIONS

American Retail Supply sells to about 10,000 customers each year and all of those customers have my direct phone number to call if we're not taking care of them. Each year I get about a half dozen phone calls from customers who think they have not received Make-You-Happy Customer Service from us. Almost all of these calls start with, 'I read in your newsletter that customer service is important to you, and I just wanted you to know...' or 'A few months ago when I was on hold I heard that you wanted me to call if I had a problem that wasn't being taken care of...' or 'I really didn't want to bother you, but in your Retail Tip of the Week, you said you want to be notified if I'm not happy.'

Sure, nobody likes getting calls like this but in another way I LOVE COMPLAINTS!

What's the alternative? For most businesses, the customer doesn't want the hassle of complaining. She just doesn't care enough about you or your staff to say anything. She's the customer who goes to the competition, and not only doesn't recommend you to others, but she may bad mouth you. Sure, I don't like getting these calls, but **I love customers who give us the opportunity to MAKE THEM HAPPY.**

Find as many ways as you can to tell your customers that you want to know if they are not happy.

Tell them with signs when they are at your place of business. Tell them in your advertising. Tell them when you communicate via email. Tell them on your web site. Tell them every way you can.

Of course, another reason you want to ask for those complaints is so you can fix the things that went wrong.

But there's another great reason. Your team members aren't likely to forget your customer service expectations when they know that your customers know your customer service expectations and that you want your customers to tell you directly when they don't get Make-You-Happy Customer Service.

To find out more about Keith Lee, go to www.keithlee.com.

Our expert author Keith Lee's book with 59 customer service secrets can be yours for free. Go to www.TheHappyCustomerHandbook.com and submit your information to receive a free paperback copy of the book, *The Happy Customer Handbook: 59 Secrets to Creating Happy Customers Who Come Back Time and Time Again and Enthusiastically Tell others About You.*

In Closing from Lee:

If you don't have a customer service handbook for your business, now would be a great time to start one. Make it evergreen so you can continue to use it and simply update it as your processes evolve.

Your Mindset and Performance Coach,
Lee Milteer

P.S. As a gift to our Millionaire Smarts® Members, our expert guest author, Keith Lee, is offering a FREE copy of *The Happy Customer Handbook*. Simply go to www.TheHappyCustomerHandbook.com and submit your information to receive a free paperback copy of the book, *The Happy Customer Handbook: 59 Secrets to Creating Happy Customers Who Come Back Time and Time Again and Enthusiastically Tell others About You*.

P.S. #2 Remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, Newsletter Guru Jim Palmer, and Sales Coach Steve Clark.

Plus, our new feature: we'll be providing a *Quick Download Link* where you can quickly and easily download the online content. We want to know, do you like this new feature? Please send your feedback to millionairesmarts@gmail.com.

To access the Millionaire Smarts® membership site and monthly content, go to www.milteer.com and put in your code for the month (986865) at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

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