

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

Lee Milteer Interviews Keith Lee

III. Internal & External Clients

Dear Millionaire Smarts® Members,

This month we are talking about Customer Service with our expert author Keith Lee. Our interview was on his new book *The Happy Customer Handbook 59 Secrets to Creating Happy Customers Who Come Back Time and Time Again and Enthusiastically Tell others About You*. Wow, the title says it all about what we want our team to offer to the people we serve.

There are two kinds of clients: your internal clients and your external clients. In his book, Keith Lee offers some valuable insight into the importance of understanding internal customer service and why you should reward customers who complain. The following is an excerpt from his book about the importance of understanding who you are serving. These excerpts are for personal use only. No reprint permission is given.

TRAIN FOR EXCEPTIONAL INTERNAL CUSTOMER SERVICE

Ensure that all of your team members understand that yes, you have customers, but you also have Internal customers. Internal customers are the people you work with. They're your vendors, your suppliers, the mailman, and of course your co-workers.

Anyone who is dependent upon the quality of your work is your Internal Customer

Here's the idea. Our sales rep is on the phone with a customer taking an order. Now obviously when they're on the phone taking an order, the customer is 'the customer.' But as they hang up the phone, "who is the customer now?" The customer now is the person in the warehouse who's going to pull the order.

If the order is not entered properly, the warehouse person can't do their job. If the rep entering the order messes up, the warehouse person will take more time than necessary, or they're not going to be able to fill the order properly. So, as soon as the sales rep hits 'process' on the order, the customer is the warehouse person. The rep needs to make sure to take care of the internal customer as well as they took care of the customer placing the order.

The warehouse person who pulls the order takes the packing list off the printer and pulls the order. Who is the customer for the person who pulled the order?

The customer now is the person who packages it and gets it ready to ship. If order puller doesn't pull the order properly, the guy who packages it is going to ship it wrong or he's going to hold everything up, stop, and go pull it properly.

Once the order is packaged, who is the customer? In our case, it's the FedEx guy. If our packager hasn't packaged it properly the FedEx guy can't get it to our customer properly and we mess up the customer.

So this idea of internal customers is incredibly important. But that doesn't mean we need to be as peaches and cream when we're dealing with our internal customers as much as we are with external customers. You can be yourself a little more, but you still need to give internal customer service that's exceptional.

REWARD CUSTOMERS WHO COMPLAIN

Don't look at complaints as problems. Look at complaints as opportunities; opportunities to improve your business and an opportunity to WOW your customer. Sure, no one really likes getting complaints, but I've learned to Love Complaints!

It's important to understand that the customer who complains, cares enough to complain. If they didn't care, they would simply say, 'I'm not going to deal with this. I'm going somewhere else.' I love people who complain. They give us the opportunity to make it right for them and I can tell you without question - when you WOW a customer with the manner in which you take care of his complaint you'll create a customer for life.

Be sure to make it perfectly clear to your customers what they should expect. If you're reading this book you're likely doing so because you want your customers to expect great customer service. You need to make sure your customers understand that's what they should expect. If they understand what is expected, and they believe you, and they like your business, they will complain and that's what you want.

You should have a system in which almost everything is taken care of by your front line. It should be easy, quick, and effortless as far as the customer is concerned.

Your biggest reward for the customer who complains is to take care of their problem quickly and easily. WOW them with your system to take care of problems. You can also reward them with a small gift or going beyond what they would expect in taking care of the issue.

An example of this comes from my friend Bill Glazer. Bill used to own menswear stores. If a customer had a problem, Bill's people were trained to fix the issue and then ask the client to pick out a free silk tie as a thank you for telling them about the problem. The ties didn't cost Bill much but they had a high perceived value from the customer's standpoint. We tell Bill's story of silk ties

when training our sales reps and teach them to offer their own silk ties to our customers. Do you have a 'silk tie' you can use in your business?

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

Homework from Lee:

Have a meeting with your team about how you can reward customers who complain. Get your staff totally on board with not having an "attitude" and really going the extra mile to make sure your customers, clients, or patients really FEEL good about doing business with you.

Please also discuss the importance of Internal Customer Service and your expectations for how your team members treat your internal customers. It's crucial for all of your team members to understand who your internal customers are: they're the people they work with. Your internal customers are your vendors & suppliers, the mailman and delivery drivers, and of course, their co-workers. Happy team members and vendors always do a better job!

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*.

This is not an eBook, and Keith will even cover the cost of shipping. Sign up to get your copy today.

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.

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