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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



When training your sales staff or customer service team, keep this in mind: Don't let them become defensive and take what the customer is sharing personally.

Being combative may result in your winning the battle, but you will most certainly lose that customer for life, not to mention anyone else he or she tells about the experience.

You also don't want to resort to flight, which means rather than hearing the customer out, you immediately cut the customer off and let him or her know that you can't help the person.

Your customer service policy should empower everyone to diffuse the problem immediately at any cost. And, if you want to have lasting relationships with your customers, follow this simple process: L.A.S.T. Listen. Apologize. Solve. Thank.

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at ckutsko@ercnet.org.

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