



**EXCEL**  
SALES CONSULTING  
a POSITIVE ATTITUDE IS EVERYTHING

## Enhancing Your Sales Through Customer Service Professionalism



Your commitment to great sales customer service and your contribution to having a positive attitude and demonstrating positive teamwork will increase your sales, further develop your business, and build long lasting co-worker and customer relationships.

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Here is a list of the **most common poor customer service practices** that we see today:

- Lack of customer acknowledgment and customer being ignored when walking into a store
- Poor time management and organizational skills. People lose faith and respect for a company when they hear coworkers squabbling or complaining (which is typically a result of poor time management and organizational skills).
- Lacking a professional appearance and attitude
- Seeming uninterested in the relationship and needs of the customer

Unfortunately, these practices not only lead to fewer or no sales but they also greatly reduce the chance that you will ever hear from that customer again! There are simple things that you can do that not only **boost your sales but also strengthen your relationships with customers:**

- Prepare a **To-Do list** so that you know what you need to get done in your day. Also, prepare a **NOT to Do List** with things to stop doing. Set goals and pride yourself on completing them!
- **Always be interested in the customer's business.** Ask them questions!

Take notes (Ask for permission)! The more you know about their needs the more you will be able to come up with solutions to their needs. This will strengthen your relationship with them because they will know that you care about them succeeding.

- **Look professional, clean, and well put together.** It is important to look the part. As they say, "if you look good, you will do good". Looking the part is not only for the customer or your manager, it actually makes you feel much more confident about the day ahead.
- **Care about the relationships you have with your valued customers.** Never take them for granted! The less you practice professional sometimes commonly thought of common-sense practices, the more another company will. Before you know it, they will be taking their business to them because they feel more valued by your competitor. As I always teach in my training Remember "your best customer, are your competitor's best prospect."

It takes **21 days to make a habit** of something. If you practice all of these good work and sales and relationship-building habits, we have no doubt that you will see an increase in your sales numbers.

Are you planning a sales conference looking at enhancing your manager's leadership skills, sales or customer service skills? Contact us today discuss how we can support you with your goals to grow your business and take your team's sales and customer service skills to the next level with both our customized live and online sales and customer service training programs.

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