

Tips to Satisfying Your Customers



Every company's ultimate goal is typically to have high sales and a healthy bottom line. But, as important as high sales are, satisfying the customer should be put at the highest priority. Having a satisfied customer not only increases your likeliness of having a first initial sale, but also ensures more sales down the road great relationships, great sales and a healthy bottom line. Another reason for striving towards great customer satisfaction is the chance to build a great brand and reputation which earns loyalty and referrals. When someone has a great experience, they are going to tell their friends and colleagues about it. Every individual within the company has an integral part in Satisfying the Customer.

Here are some tips, techniques and reminders on how you can satisfy your customers:

- Answer the phone in a friendly, upbeat manner and not a rushed manner.
- When a caller is looking for someone unavailable, consistently offer to take a message or help him or her yourself. Ask if there is something you can help them with.
- Consistently use a formal, up-beat and friendly greeting when answering the phone. Greeting: Thank you for calling, your company name and your name.
- Offer at least one related add-on for every sale to make sure that they get what they need. Remember, people really do expect you to ask.
- Follow through and show empathy with customers when dealing with complaints or problems.
- If you do need to place someone on hold, avoid apologizing. When you

return to the call say, "Thank you for holding". People are sure to respond in a more positive manner.

- When dealing with a customer in person when the phone rings, look at the customer smile and say, "Please excuse me while I answer this call". Wait for a response from the customer before taking the call.

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