

▼ Falls under the “housekeeping” topic

- Time and task management
- Customer service
- Team leadership/management
- Sales skills

▼ Why is it housekeeping - all of the things affected by customer service

- Your brand - Ryan Air vs Southwest, Starbucks vs. McCafe
- Your prices - Ritz Carlton vs Hilton
- Your repeat business - it's the cheapest kind
- Your referred business - it's the next cheapest kind
- Your culture - morale is tied to pride is tied to knowing you killed it

▼ Because there is no treading water

- If you aren't great at customer service there is a good chance you stink at it
- ▼ If you don't love your customers you either hate them or you are apathetic
 - Not sure which is worse, hate can be a brand, apathy is much worse
- It is cancerous or regenerative, a disparaging attitude toward customers will infect everything you do. The same is true for a loving attitude toward customers
- Your exit plan - companies that are excellent at customer service have the best chance of switching ownership without negative consequences

▼ Managing expectations

- Doing what you say
- When you say it or before
- Sandbagging and going the extra mile
- It's not gamesmanship if you have their experience as your goal

▼ Transparency

- No one gets a 100% on every test
- When you make a mistake own it
- Confidence in the face of fallibility is rare because it requires humility
- They are smarter than you think they are, those lame excuses are lame

- You may lose the sale but you were already at less than your best. You don't build a career on half ass work
- This is your one and only chance to become WISE

▼ Relationship

- Look for opportunities to build rapport
- It starts with integrity, people like people they can trust
- Care or find something to care about - if you are the owner don't try that hard (your employees aren't worth it)
- Understand why they are using you or your product (there is usually an emotion there somewhere)

▼ Competency

- If you don't know what you're doing you don't have business doing it for a customer
- Get training
- If you're good it's fun, if you're great it's fulfilling
- Greatness is a table stake for your customer's money
- If your product stinks make it better but continue to be honest until you can say it is great

▼ Tips, Tricks and Tools

- Notes are your best friend - Ritz has the database
- There is no sweeter sound than someone's name
- Handwritten notes still stand out - more than ever
- Five minutes of preparation is A LOT, get there early
- Sometimes customers like to be a trophy - most times
- Go back and listen to time and task management