

Turning Client Complaints into \$ and sense!

Bob 'Idea Man' Hooey

Customer complaints can be a 'gold mine' if handled correctly with the proper attitude and perspective. In fact, they can be an asset to helping you become more productive and profitable. Unfortunately, all too many businesses treat them with less than courteous responses and deal with them as quickly as they can.

Customer complaints and feedback offer:

- **Real (RAW) feedback on your performance.** Using this steady flow of feedback and information can be beneficial to adapting and keeping your business and its policies current and effective.
- **Complain because they care.** It may not seem like it, but clients/customers who complain are demonstrating they care about the relationship and the value you provide. They are also giving you an opportunity to show how much you care and value them. This is your chance to turn them into fans and champions by going the extra mile to take care of their needs.
- **Opportunity to refine your product mix and service.** People's problems, feedback, and complaints can be a mirror to show *cracks in your process* and areas where you can make changes to improve, refine, or adapt your service and product mix. Don't miss out!
- **Opportunity to see new areas of growth or expansion.** The successful business is always on the lookout for ways to expand their business by offering more to their clients.
- **Opportunity to be a leader in your field.** Each complaint is an opportunity to see areas for improvement in your business – to better compete and serve their needs. Leaders seize the opportunities and build on them. Are you a leader or an also ran?
- **Opportunity to prove your commitments.** We talk about customer service and taking care of business, a lot! But here is a great opportunity to prove firsthand to your clients and staff just how committed you really are to this area of service.

Remember: "If you're not taking care of your customers, your competitors will!" © Bob 'Idea Man' Hooey

Mistakes made by newer (sales) staff



Why is it that senior sales staff are frequently *more effective and more productive* in their sales efforts?

Could it be that they've learned these simple points that help them sell better? You work hard to either identify potential clients to call or to promote your business and its products and services to entice potential clients to visit. When your staff engage them how often

do you see your efforts wasted as they walk out the door or say, “No Thanks!”?

The essence of true customer service is a solid commitment to providing them with the most professional sales and service possible. But, there are some obvious pitfalls as well.

1. **Lack of preparation.** There is an old saying: “Success happens when opportunity meets preparedness!”
2. **Not listening.** 90% of salespeople never listen and are doomed to ineffectiveness.
3. **Failing to ask for the order.** Most of the studies I’ve read show that 70% of all sales folks NEVER ask for the order. Do yours?
4. **Poor or no follow up.** Follow up and follow through is where 90% of all great sales are made.
5. **Small thinking.** Want bigger sales, bigger orders? You must think bigger. Ask these questions: “How high is high? What is my maximum potential?”
6. **Failing to establish and/or maintain rapport.**
7. **Failing** to really commit and establish themselves as experts in their field.

Ask yourself, how you and your colleagues fare on each of these areas? Would you give yourself a passing mark? Which ones would need a little work? How will you change to make sure you give your clients/customers the most professional service possible?

Give your team a chance to win by reminding them of these *success tactics*.

Remind them to keep focused and keep working toward their goals of helping the client make a decision that is good for the client and profitable for the company.

How can you help them make the changes they need to become a professional sales person and provide value-added service?

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