



They Have the Money:

A Simple Equation for Keeping Your Customers

Mike McKinley, CSP, CPAE



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PRINCIPLES OF SERVICE

Offer a Personalized Treatment

- Serve with care and respect
- Get to know your customers
- Go the extra mile

Respect Time

- Respond quickly
- Provide realistic/accurate time estimates
- Keep the customer informed
- Be accessible

Deliver a Quality Experience

- Offer the best value for the customer's money
- Do it right the first time
- Have friendly, knowledgeable, and well-trained personnel
- Maintain clean, safe, and user-friendly facilities

Communicate Clearly

- Ask questions to determine expectations
- Listen actively
- Double-check for understanding
- Provide helpful information

Be a Problem Solver

- The person who gets the problem, solves the problem
- Understand available resources
- Do what's right
- Support each other

Design and Implement User-Friendly Systems

- Make it easy and enjoyable
- Follow through
- Invite customer feedback

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IMPORTANT BASICS IN BUSINESS

NOTES

1. Hire the right (best) people.
2. Enforce high standards of appearance and professionalism.
3. Reinforce and recognize employees and provide meaningful feedback to them.
4. Demonstrate "the-customer-is-always-right" attitudes and behaviors.
5. Reinforce the high quality of services you provide.
6. Instill a sense of urgency about customer service.
7. Develop a team-oriented work environment (shop meetings, open communications).
8. Maintain "partnerships" with customers and suppliers.
9. Establish positive community relations.
10. Live your "Mission"; keep your "Promises."

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WHAT PEOPLE WANT FROM THEIR JOBS

1. Work that keeps them interested
2. Tactful discipline
3. Appreciation
4. Good pay
5. Positive environment
6. Promotion possibility
7. Good working conditions
8. Feeling “in” on things
9. Personal loyalty to workers
10. Help with personal problems

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BEING AN ACTIVE LISTENER

- Ask open-ended questions
- Keep the other person talking
- Repeat the other person's words
- Be positive about what is being said
- Repeat what has been said using different words

NOTES

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EARNING THE LEADERSHIP ROLE

- Leaders have focus, direction, and commitment.
(Making a difference...)
- Leaders see the big, visionary picture.
(Little things mean a lot...)
- Leaders set consistent, high-quality standards.
(Beyond reproach...)
- Leaders are changers/changeable.
(Flexibility for the future...)
- Leaders follow the Golden Rule.
(Attune to others' feelings...)
- Leaders are decision makers and may stick their necks out.
(Willing to take a stand...)
- Leaders control the power throttle.
(Know when and how much...)
- Leaders respect their part of the information circle.
(“Have I told you lately...)
- Leaders work with themselves and their groups to build teams.
(Together we learn...)

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