



Superior service nets sales

Focus on customers' business needs to gain lifelong, loyal clients

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Successful companies provide superior quality service. Once you become a customer or client, they assess and handle your needs quickly and professionally.

By focusing on outstanding customer service from the initial phone call or meeting to order fulfillment, you elevate your company to a level that stands out from the competition.

Here are six tips for delivering superior customer service:

- Always focus on the customer and his or her business, not yourself and your business. This is the avenue to turning satisfied customers into lifelong, loyal customers.
- A positive attitude that focuses attention and commitment to resolving all complaints fairly and equitably will pay off in customer satisfaction and repeat business.
- Guarantee your products or services. Offer an unconditional, money-back policy and stand behind it.
- Help customers achieve their goals, not yours. Your goals will be realized when you help customers be successful.
- When a customer has a problem or challenge, work with him to find appropriate solutions.
- Last, but not least . . . customers are not always right. Disagree in a polite, professional manner with the ultimate goal of helping them make a better decision. It will make a long-lasting favorable impression that will accrue positive benefits.

The bottom line will be a favorable actual bottom line when you follow through on these principles. And, in the process, your company will become a "household name" synonymous with quality, value and service.

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If you would like more information on this or other business-related subjects, contact Akron SCORE at <http://akronscore.org> or by calling 330-379-3163. Services are free and confidential. SCORE is a resource partner of the U.S. Small Business Administration.