

Are you uncomfortable with customer service calls?

This works really well for me. I am more comfortable, the customer is more open minded and the conversation develops nicely. Use your own questions in between to be friendly and developed your relationship. The "conversational questions you intersperse will develop your relationship. These are the areas that will allow you to transition into future specials or areas of interest depending on what they say about the products. Be sure to ask questions in between that will develop the conversation. Then it is easy to transition into the upcoming specials. Use this for past hosts, or for show guests. Even if you get off track before you hang up always go back to number 7 before you close by saying..."one last question...."

1. "Lisa" This is Deb with XXXX, How are you?"
2. This is Customer Service Week at XXX. Whenever we have our season change over XXX asks us to call our past hosts/customers and see how you are enjoying your products.
3. How are you enjoying your XXX?
4. Which ones do you use most?
5. What do you make on it.....how many do you (cook for, kids do you have, often do you use it, etc.) ...etc?
6. Is there anything you bought from XXX that you do not like? That you are disappointed in?
7. What products would you like XXXX to carry in the future? Keep in mind that XXXX is always interested in your input so if you ever think of anything, just give me a call!

The last time I tested this script I made 21 CS calls using this technique. The results were: 2 broken items which need replaced, 3 shows scheduled, sent out 5 new product flyers and 1 fund-raiser show scheduled and several happy hosts just glad to hear from me.

Try it....it works if you work it!!

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