

Develop Passion for Your Customer

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Customer Statistics

1% Die

3% Move elsewhere

5% Make friends with another business

9% Believe they can get better prices

14% Are not happy with your product

68% Perceived indifference shown



Customer Statistics

4% Return to complain

70% Return if complaint resolved

95% Return if complaint resolved quickly

10-20 Told about problems experienced

5 Told of good experience

6-8 times Cost to reach new customer



Common Customer Complaints

- **No follow up on orders, unreturned telephone calls, and promises not kept**
- **A rude or irritable attitude**
- **A sense that the staff has priorities more important than serving the customer**
- **Lack of personal attention, greeting or eye contact**



Common Customer Complaints

- **Sales people who continue to talk to another employee or friend**
- **Sales people who take phone calls while serving a customer without first saying “Excuse me”**
- **Sales people who do not respond quickly, do not keep track of who is next and do not act as if other people’s time is important**



Common Customer Complaints

- **Errors in billing that are not corrected quickly**
- **Sales people who smoke, eat or drink in front of customers**
- **Sales people who have insufficient product knowledge**
- **Signs throughout a store saying what a customer can't do**



Tips for Success

- **Maintain and use a good database**
- **Use/develop a customer referral system**
- **Find out what your customers really want**
- **Why are you unique?**
- **Compete on service not price**
- **Dare to be different and have fun**
- **Read “Stop the Wheel...
I Want to Get Off!”**

