



“ The right solutions are the result of answering the right questions.”

WOW! Service =

1. **BE FRIENDLY** – Attitude is everything
2. **BE HELPFUL** – Take an active role in the situation. Bring the customer along with you to the answer. Talk on their terms, in a language they can relate to, not technical insurance language. More and more service oriented companies now take customers to the place in the store where the item is, rather than saying “it is in aisle 4”. Complete the transaction and know that the customer get what they want.
3. **BE THE BEST** – Be your best for your sake, not just the customers sake!
4. **BE CREATIVE** – Voice Mail, Greetings, etc.
5. **BE FUNNY** – Have a sense of humor – Life is too short!
6. **BE TRUTHFUL** – Always start with the truth, even if it hurts. It will come out in the end anyway.
7. **BE REAL** – Just be yourself – you must really believe in what you are doing, this can’t be fake or the customer will know it.
8. **BE FAST and TO the POINT** – Hit the mark the first time, understand the issue, ask enough questions and then give the right answer the first time.
9. **BE ENTHUSIASTIC** – Be sincere and enjoy helping people.
10. **BE KNOWLEDGEABLE** - Know your job and your customers. Check out their web sites and be interested in what they do. Develop a relationship.
11. **BE COURAGEOUS** – Be willing to make mistakes in an effort to do the right thing for the customer. Learn from mistakes.
12. **BE MEMORABLE** – We need to separate ourselves from the competition so the customer is loyal to us and we are not just another commodity (product or service) they think they can get down the street. Customer Satisfaction is not enough.
13. **BE MANNERLY** – Polite, courteous, professional at all times!
14. **BE UNDERSTANDING** – Listen, Listen, Listen