

# Coaching Your Team to Improve Customer Service and Up Selling

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# Learning Objectives

- Taking the Nordstrom's, Macy's and Chick-fil-A Way to Customer Service
- How do you communicate this without selling?
- Scripting Calls
- Scripting Models that work
- Overcoming Retail Sales Objections
- Coach your team to develop Up Selling
- Marketing and Sales in a Retail Setting
- Active vs. Passive Selling in Retail



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# Outrageous Customer Service

What defines “Outrageous Customer Service”?

What do you expect???

**Consumerism has changed**



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# Changing Consumerism

- Easy Access
- Highly Visual
- Beyond Friendly Service “Experience”
- One Stop Shop
- Less travel distance to your location the better.



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# LOGOS, COLORS & FONTS... OH MY!

The visual elements of your brand help people to instantly recognize your company. Consistency in your logo, the dominant colors used in marketing materials and even font choices all help to establish a strong brand.

For Example:



**TARGET®**



# CHANGE is HARD

**“Awkward is the BEGINNING of NORMAL”**



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# The Shopping Experience

Do You Remember Your First Trip to a  
DEPARTMENT STORE?

What was it like??????



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# Taking the Nordstrom's, Macy's and Chick-fil-A Way of Customer Service



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# The Way

- Nordstrom's
  - Customer Experience
  - Competitive Differentiator
  - Customer Loyalty
- Macy's
  - Customer Centric Strategies
  - Right People on the Floor
- Chick-fil-A
  - Climbing with Care and Confidence
  - Create a “Loyalty Effect”
  - Never Lose a Customer
  - Put Principles and People Ahead of Profits
  - Closed on Sunday



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# How to Begin

Communication, Scripting,  
Up Selling,

Over Coming Objections, and  
Active Selling

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# MOST Common Denominator CORE

- **Communication** Must be **C**LEAR
- **Communication** Must be **O**ften
- **Communication** Must be **R**einforced
- **Communication** Must be **E**ducational



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# Five Points of Customer Service

Five categories of excellent customer service have been identified based on current theories of customer service.



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# Five Points of Customer Service

- **Feel Positive Toward the Customer**
- **Encourage Customer Feedback**
- **Respond to Customer Problems**
- **Develop Repeat Relationships**
- **Seek to Exceed Customer Expectations**



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# Up-Selling can be Communicating without “Selling”

- Conversational
- Remember “You are the expert”

## SRS

- Script
- Rehearse
- Say



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# Scripting Call

- We must be a **RESOURCE** to our customers.
  - **Responsibility**
  - **Empathy**
  - **Service**
  - **Options**
  - **Understand**
  - **Respect**
  - **Commitment**
  - **Encouragement**



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# What is in our Script

- (1) A script should be incredibly short.
- (2) It needs to instantly involve the listener.
- (3) It needs to be written down..
- (4) It needs to prompt the listener to adopt our position
- (5) It needs to be something you, as a Customer Service and Sales Professional, understand and believe in.



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# Departments that should Script in Your Business

- Customer Service
- Delivery
- Billing
- Sales
- Parts and Service

**What are some Scripts for each?????**



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# Process for Scripting

1. Identify (high level) what needs to be scripted
2. Engage your team in Scripting Storey Board
3. Assign Scripts To Team Members
4. Review Submitted Scripts
5. Rehearse and Implement Scripts
6. Monitor and Review Script use
7. Continually Update Scripts as changes dictate



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# Scripting, Training, and Coaching

- Identify the Products
- Team Scripting (Cheat Sheet on Clip Board or at Phone / Desk)
- Role Play
  - **Make it fun and easy**
- Talk about this often at Team Meetings
  - **Build a culture, where Super-sizing is expected**



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# Difficult Customers

## Types of Objections

- Skepticism
- Misunderstanding
- Indifference
- Drawback



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# The Customer

## Skepticism:

When a customer expresses doubt that you as an organization will do what you've said you will do.

## Misunderstanding:

When a customer has a concern because he or she thinks you can not provide a particular feature or benefit when, in fact, you can.

## Indifference:

When the customer expresses indifference or passiveness or apathy toward your product or service.

## Drawback:

When the customer has a complete, correct understanding of your product or service but is dissatisfied with the presence or absence of a feature or benefit.



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# When do we talk Up-Selling




- Up-Selling is a matter of conversation.
- Identify the needs of the customer
- Parallel that with the product they Need (not the one you want to sell them)
- If Then Statements
  - If you were to not have this on your unit, what would you have to eliminate in doing?
  - If this feature was on your unit, how would that benefit you...



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# When do we talk Up-Selling

- Show and Tell Selling
  - Have the Three Bears on Display
    -  Too Small
    -  Too Big
    -  Just Right
- Features and Benefits, then sell the Legs
- Probing throughout the Sale



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# Customer Tour

- Remember who your customer Is
  - What is a “Shopping Experience” to them?
  - Even the Young like to be pampered
- Greet them Like Wal-Mart and Serve them like Chick-fil-A
- Survey the Landscape, So they KNOW



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# Marketing Plan

- Mailers, Fliers, e-mail and fax blasts
- Advertising (Radio, Senior Publications, News Paper, Television)
- Know you customers' Zip Codes and email addresses
- Vehicle Displays around town
- Holiday Sales and Clubs



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# Active vs. Passive Selling for Retail Customer Service



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# Active vs Passive selling

- Many customers can go anywhere to get the product or service they want.
- **GIVE THEM A REASON TO CHOOSE YOUR COMPANY!!**
- Take that “next step” with confidence until it is a natural part of your protocol.



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# Active vs Passive Selling

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- Up-selling = add on's
- Increases bottom line and customer satisfaction
- Parts
- Extended Service Agreements

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# Know what the sales people know

- Understand marketing pieces
- Be familiar with ads
- Understand the competition (other Retail locations as well as competing products)
- Read trade journals that feature the products/ services you sell or service
- You are the one to close the loop



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# Professionalism

- Treat all customers with respect
- Be tactful
- Apologize
- Express humility
- Don't "bash" competitors



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# How to Sell to the Boomers and other Consumers

- Know your Products
  - Product of the Month Training
  - w/ Manufacturer Partner
  - Follow Seasonal Themes
- SRS for Retail
- Miracle on 34<sup>th</sup> Street (Macy's)
- Teach them about what they Need
- Give them a Tour
- Say Thank You



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# Thank You



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