



# Direct Selling Success

## Lesson Eight

# Serving Your Customers & Partners

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## Giving Phenomenal Service

Nearly all customers have preconceived notions of how they should be treated. If their expectations *are not met*, they become dissatisfied – they complain, tell their friends, and never return to that business. If their expectations *are met*, they are basically satisfied. The problem is, satisfied customers are not always loyal customers – they often use similar products offered by competitors as well. In other words, being satisfied is the same as being neutral.

So what does it take to produce elated customers and long-term loyalty? It requires *overshooting customers' expectations* and giving them more than they expected to receive – and the higher the better. When customers receive service beyond their furthest imagination they rave about it, tell their friends, become advocates for the company, and even feel guilty if they use competitors' products.

The trick is to figure out ways to overshoot the expectations of your fussiest customers. If you win this group over, you will automatically get everyone else. The successful business builders we have interviewed understand this concept well. Time and time again we have seen them offer lots of personal attention, rapid delivery of products, ongoing interaction, timely responses to questions, extra services for free, and even money-back guarantees. This type of *Phenomenal Service* separates a business from the competition.

Every direct selling business needs a solid customer base and phenomenal service is your key to success. Phenomenal service is not only critical to getting your new venture off the ground, it is absolutely imperative for growing and stabilizing your business. In other words, business builders must first discover ways to give customers more than they expect, and then create processes or systems for perpetuating this service on an ongoing basis.

So you need to create a handful of strategies for giving phenomenal service that far exceeds the competition, and far exceeds what people expect from your business. This is an ongoing process you need to work on persistently. The exercise below will help you brainstorm some initial ideas you can implement in your business. Be as creative as possible; there are a lot of fun and unique things you can do to give your customers and partners more than they expect.

My Strategies for Giving Phenomenal Customer Service	
1.	
2.	
3.	
4.	
5.	
6.	

### Maintaining Phenomenal Service

In addition to offering phenomenal service early on, successful business builders establish processes or systems for maintaining fabulous service as their business grows. This ensures that customers and partners receive the same great service over time. This is difficult to achieve as your organization gets larger and you cannot be everywhere at once. However, there are a lot of things you can do to maintain regular contact and the personal touch: email systems, group calls, regular training meetings, field visits, activity workgroups, follow ups schedules, regular lunches, etc.

Creating and implementing systems for providing phenomenal service over time is critical to your long-term success. Start working on these systems during the early stages of your business. The exercise below helps you get started. List your ideas for maintaining phenomenal service with every customer and partner you recruit.

My Systems for Maintaining Phenomenal Service	
1.	
2.	
3.	
4.	
5.	
6.	

### Giving Back to Your Community

Most of the successful business builders we have interviewed are passionate about the double bottom line: what their company earns and what their company contributes to the larger community. These business owners are contributing to schools, mentoring students, coaching sports teams, supporting hunger programs, organizing fundraisers, repairing the homes of the elderly, aiding the needing, helping families with chronically ill children, supporting cancer organizations, etc. Supporting worthy causes not only links the business builder to the broader community, it produces three additional outcomes: (1) it blesses the receiver, (2) it transforms the giver, and (3) it renews the community.

The benefits to the receiver are obvious: the hungry are fed, the homeless find shelter, children learn to read, the ill receive treatment, people become self-sufficient, quality of life improves, etc. Generous business owners can significantly bless the lives of people in their community.

Equally profound is the impact of giving on the giver. Simply put, caring about others to the point of taking action significantly improves the quality of one's life. In his intriguing book, *The Halo Effect*, John Raynolds documents the unplanned side effects of volunteering. People who regularly serve others make new friends, develop new skills, enhance their leadership abilities, increase their professional contacts, do better in their careers, and enjoy greater physical and emotional health. What business builder would not want these benefits?

The third outcome of serving others is the impact on the community itself. Obviously, we have many challenges in our cities. Most of us realize the government cannot solve all these problems. Ultimately, the solutions rest with each of us. And people who build successful businesses are in a great position to help. While you may feel you have little to contribute while your business is new, it is important to set the precedent of giving back from day one. You can always give your time and expertise, even if you can't donate money. Waiting until you are wealthy or retire will be too late – you won't enjoy the benefits of giving now.

In sum, giving back to the community is THE RIGHT THING TO DO! So build it into your business plan right from the beginning. The exercise below will help you develop a giving strategy. First, identify several organizations in your area that may need support. These are easy to find – just do a Google search on nonprofits and charities in your city. Next, describe why each organization may be a good fit with your personal interests and business goals. Finally, list the resources you can contribute: time, expertise, contacts, money, etc.

Organization	Why a good fit?	What can you contribute? (time, skill, labor, money, etc)