

TOP 10 LIFE LESSONS OF A CUSTOMER RELATIONS PROFESSIONAL

Gaining Market Share by Putting the Customer First

In the interest of full disclosure...

- I am an open book.
- I have “been there, done that”.
- I call a spade a spade.
- I believe in getting things done.

Qualifications

1. I've worked with all types of customers in my career:
 - Customers who HAVE BEEN wronged,
 - Customers who THINK they have been wronged, and
 - Customers who WANT something for free.
2. The bigger you are, the harder you fall.

Terminology

- Customer Service
- Client Services
- Client Relations
- Account Management
- Relationship Management
- Hospitals
- Third-party vendors
- Patients
- Community

CUSTOMERS

I CARE

The Fundamentals of Customer Service

Life Lessons 1-5

The Fundamentals of I CARE

Life Lesson #1

- **Initiate**
- Communicate
- Accept Responsibility
- Repair
- Evolve

The Fundamentals of I CARE

Life Lesson #2

- Initiate
- **Communicate**
- Accept Responsibility
- Repair
- Evolve

The Fundamentals of I CARE

Life Lesson #3

- Initiate
- Communicate
- **Accept Responsibility**
- Repair
- Evolve

The Fundamentals of I CARE

Life Lesson #4

- Initiate
- Communicate
- Accept Responsibility
- **Repair**
- Evolve

The Fundamentals of I CARE

Life Lesson #5

- Initiate
- Communicate
- Accept Responsibility
- Repair
- **Evolve**

Life Lesson #6

□ The Power of the Pause

Choose key phrases that you can use in the heat of the moment:

- “Well...”
- “I see your point...”
- “Understood...”

Life Lesson #7

□ Respect Authority – especially your own.

- If you’ve been given authority, trust it and use it.
- Know your boss.

Life Lesson #8

- Actively listen to your customer.
 - Hearing is a sense, but listening takes action.
 - Make your customer's agenda your own.
 - Customers distrust bobble-heads.
 - Repeat and summarize.
 - Agree on next steps.

Life Lesson #9

- Pay attention to the changing needs of your customer.
 - Marriott Hotels – At Your Service

 - As compared to

 - Full-service gas stations

Life Lesson #10

- Create stickiness with honey, not fly paper
 - Brand Loyalty versus Vendor Lock-in
 - Don't allow your customers to make their decision based on price.
 - How can you create a value-added service to drive business in your direction?

In Closing

1. There will always be sections of the ocean where the waves are rough.
2. Have a stable boat.
3. Steer in the same direction.
4. Know how to turn a battleship in a bathtub.

Contact Information

Lauralea Tanner

Telephone: (o) 615.932.3712 or (m) 407.232.5733

Email: lnjtanner@gmail.com

Twitter: @lauraleatanner

Blog: <http://lauraleatanner.wordpress.com>