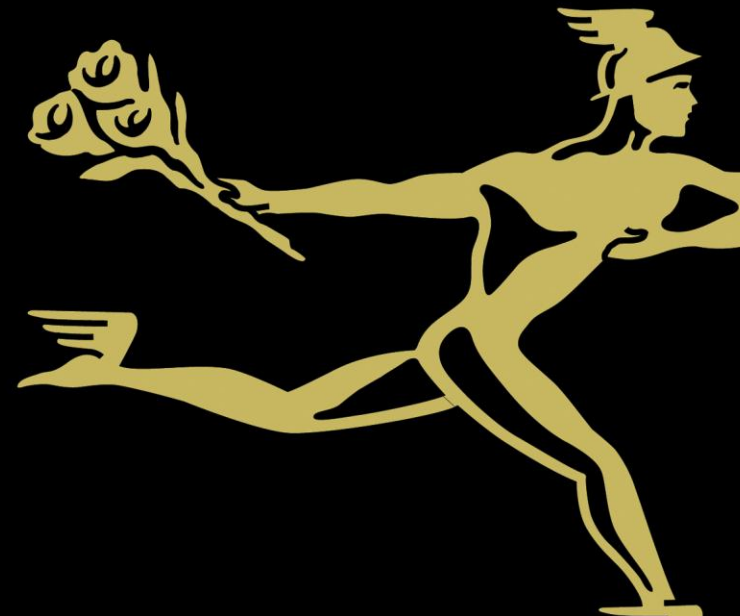


# Superior Customer Service Skills: the Key to Bigger Sales

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President, FloralStrategies

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# FTD

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Meet Tim Huckabee AIFSE • President of FloralStrategies

Section One – What are the new customer expectations?

Section Two – Proactive customer service

Section Three – Reactive customer service



**CSI: FLOWER SHOP**  
CALL SERVICE INVESTIGATION

Tim Huckabee goes undercover to report the good, the bad and the "you better hope this wasn't your shop."







Today we will cover customer service on two important levels:

**PROACTIVE** = to turn every transaction into a richer shopping experience for customers

**REACTIVE** = to better manager unhappy, disappointed or angry customers



## Proactive 1 = Start and Finish Every Transaction Better



**Thanks for calling...**

**Thank you for choosing...**

**Good Morning / Afternoon...**





Identify  
yourself!





## Proactive 2 = Acknowledge Loyalty



**IF POSSIBLE, learn where to find the customer's START date on your system...**

**Main Menu**

- Customers Form
- Company Assets
- Inventory Items
- List Menu
- Distributors
- Quote Items Menu
- Employees
- Reports Menu

**Customers**

Find By Name: Coleman, Jim Or By Phone: (360) 674-2480

Customer ID: 00194 Phone: (360) 674-2480  
First Name: Jim Alternate Phone:  
Last Name: Coleman Fax: (674) 674-2073  
Company Name: Pacific Ship Repair Customer Since: 1/22/2002  
Address: 8330 Barney White Road Trigger: Long Time Customer  
City: Port Orchard Notes:  
State: WA Zip: 98367  
Email: jcoleman@pacship.com  
Website:

Purchases:

Order Date	Order ID	Shipping	SubTotal	Discount	Total W/Tax	Payments	Amnt Due
1/23/2002	00156	\$0.00	\$585.00	0.00%	\$634.73		

Repair/Upgrades:

Check in Date	Order ID	Labour	Parts	Discount	Total W/Tax	Payments	Amnt Due
1/22/2002	00115	\$150.00	\$129.98	0.00%	\$303.78		
2/26/2002	00166	\$0.00	\$0.00	0.00%	\$0.00		

Record: 162 of 348



## Proactive 3 = Send THANK YOU Notes



# STEP ONE = Buy Supplies



## STEP TWO = Set The Criteria



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# STEP THREE = Set Schedule and Run the Report



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Dear M/M Customer,

Thank you for placing your recent order with us. It was a pleasure to serve you and we look forward to seeing you/  
speaking with you again soon!

Sincerely,  
YOU!



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## Proactive 4 = Handle ON HOLD better







**May I place you on hold?**



**Thanks for holding!**



## Proactive 5 = Follow Up Calls to RECIPIENTS



A great investment for your store!

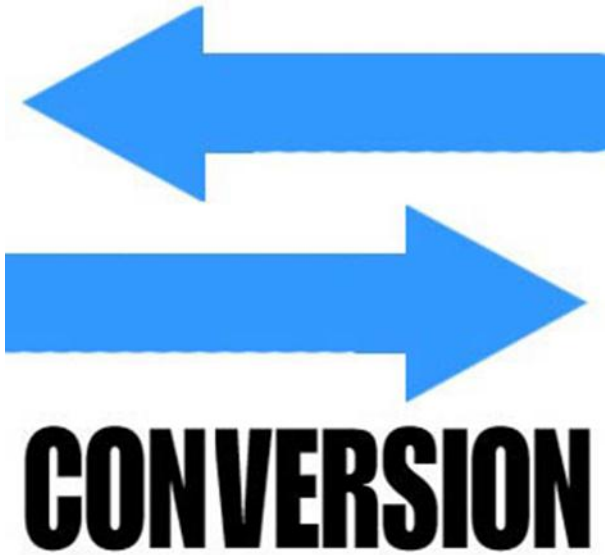






## 1. Quality Control





## 2. Convert Recipients into Customers



# Accident Prevention



## 3. Prevent or Preempt problems/mistakes





## 4. Boost Sales Confidence!



## Proactive 6 = KILL DEAD AIR!





- 
- **Don't stop talking!**
  - **Fill in with intelligent conversation!**  
**(don't complain about the computer)**
  - **Explain what you are doing!**



## Reactive 1 = Show Some Empathy for the Customer's Situation





**DON'T ARGUE** because then you lose!





**Put yourself in their shoes!**



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## Reactive 2 = Offer a Solution, Don't Ask for One!





He is already upset, don't make him angrier!





Don't make them work!



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## Reactive 3 = Resolve the Situation in ONE STEP





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## Reactive 4 = Send a GIFT CERTIFICATE to the Customer



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**Reactive 5 = Schedule at least a QUARTERLY meeting to discuss PROBLEM RESOLUTION!**







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# Questions???

**Email:** [contact@floralstrategies.com](mailto:contact@floralstrategies.com)

**Handouts are available at:**

[www.FTDi.com/FTDUniversity/webinarmaterials.htm](http://www.FTDi.com/FTDUniversity/webinarmaterials.htm)

**Webinar will be available to view at:**

[www.FTDUniversity.com](http://www.FTDUniversity.com)