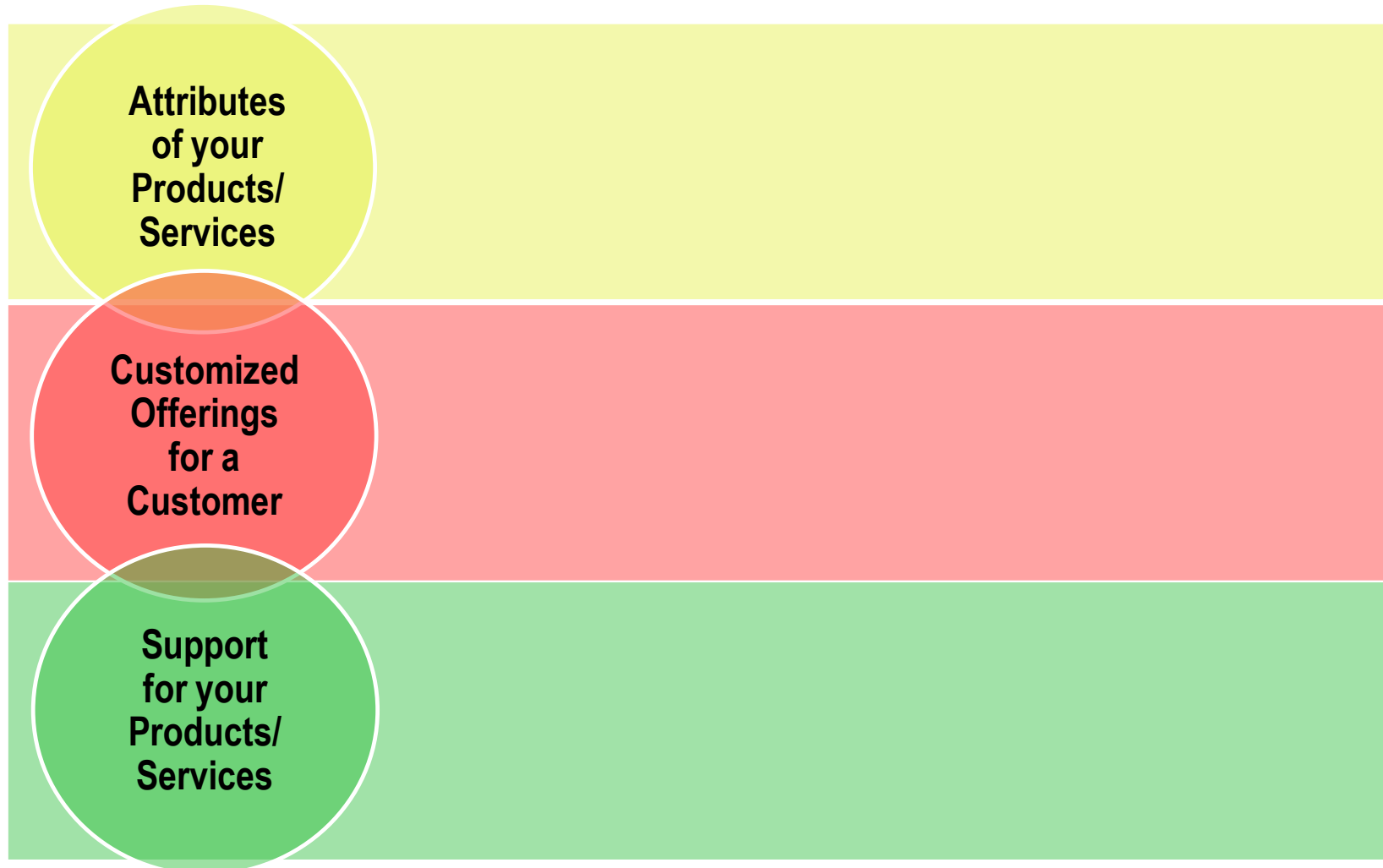


Bill McCormick
President and Founder
Sales Training And Results, Inc. (STAR)
www.salestrainingandresults.com
info@salestrainingandresults.com



Use these three categories and discuss with the entire team which elements would “wow” customers.



© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Features and Benefits Worksheet

Features: (about your company, products/services)

Benefits for the customer for each feature:

Your Company:

--

--

Your Product/Service:

--

--

Developing a Customer Satisfaction & Service Strategy

Exceeding Service Expectations

1. List some examples for which your department or group has exceeded a customer's expectations.

2. How can you improve your ability to exceed the service expectations of your customers? In other words, how could you “wow” your customers?

What are your Top 5 “tipping point” items?

1.

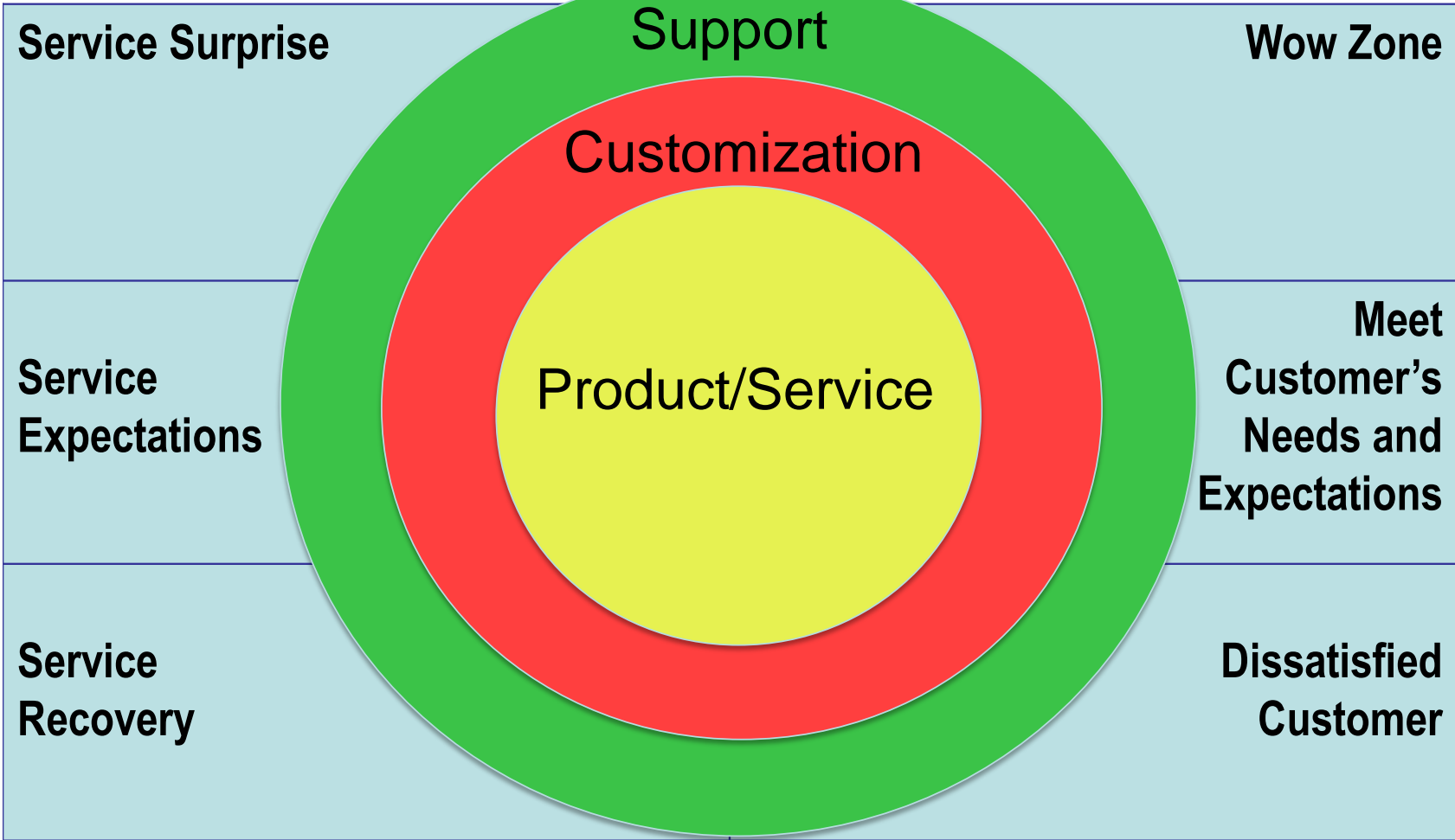
2.

3.

4.

5.

Customer satisfaction, as well as dissatisfaction, can be viewed collectively as the total experience.



© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Benefits = WIIFMs! A benefit statement clearly expresses the “What’s In It For Me” to a customer.

A man in a dark suit and white shirt is shown from the chest up, looking directly at the camera. Two light blue speech bubbles are overlaid on the image. The larger bubble on the right contains text about benefits, and the smaller bubble on the left contains text about features.

FEATURE: A feature describes something about your company or your products and services. *Features are company-focused.*

BENEFIT: A benefit describes what that particular feature will do for the customer. *Benefits are customer-focused.*

© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Identify and communicate your “wow factors” to customers in benefit language, as discussed.



© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Top 5 list of “tipping point” items to wow customers.

5. Make a small price concession.

4. Do an action personally that the customer would normally have to do.

3. Ask for and act on feedback on how to improve your product/service.

2. Use the Three R's. It doesn't cost you anything to use personal attributes.

1. *Purposely* provide something unexpected – be the carpenter!

STAR's advice to help develop your “wow” strategy.

1. Create your own Customer Tiers.
The top tier would get the most special “wow” attention and the next tier would get another level of service.
2. Consider forming and using teams to “wow” some customers.



Next steps & self-development

- Purchase and participate in STAR's three other Customer Service and Support online modules
- Send your team to an in-person Customer Service and Support Workshop taught by a STAR instructor
- Use STAR's 1-on-1 coaching service
- Purchase and participate in additional STAR online modules:
 - ❖ Key Account Management
 - ❖ Essential Selling Skills
 - ❖ Sales Negotiation Skills

