



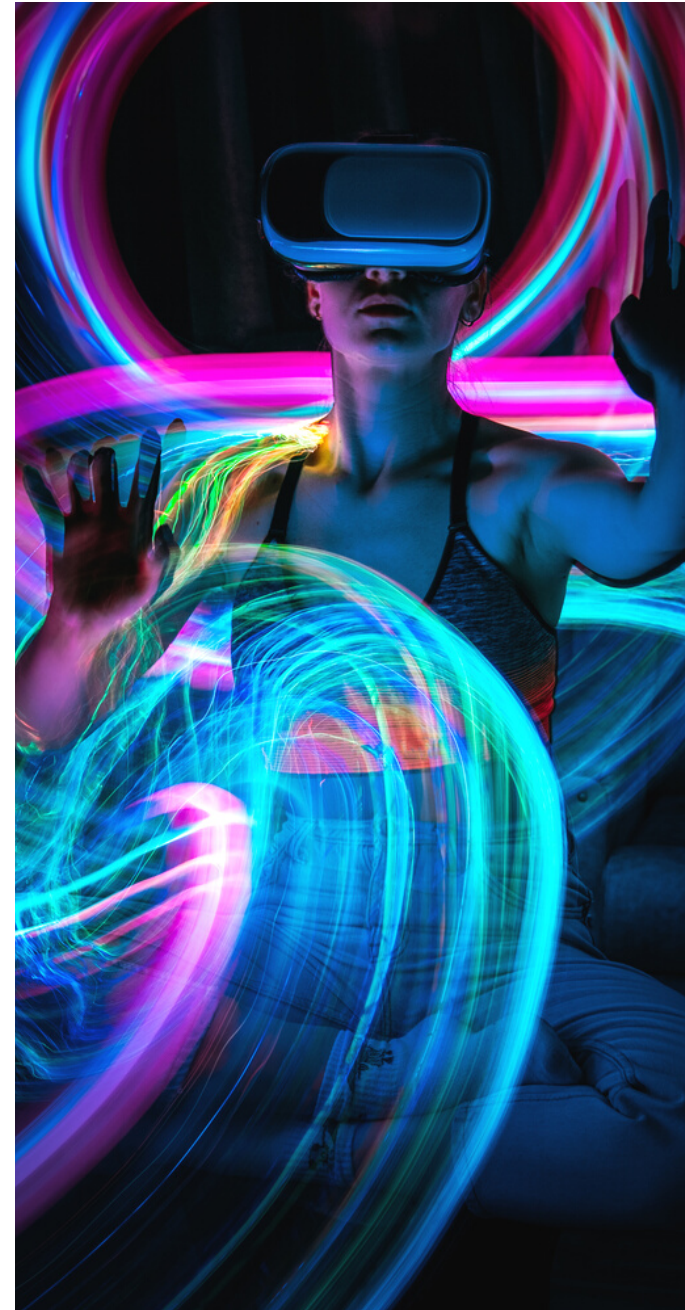
# Driving growth through customer- centric strategies

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# What are we talking about



1. Define your ideal client
2. Define the Transformation
3. Leverage The Cultivation Loop
4. Provide World Class Customer Service





# Determine your ideal client

If you are ideal client is everyone, you  
are not targeting anyone



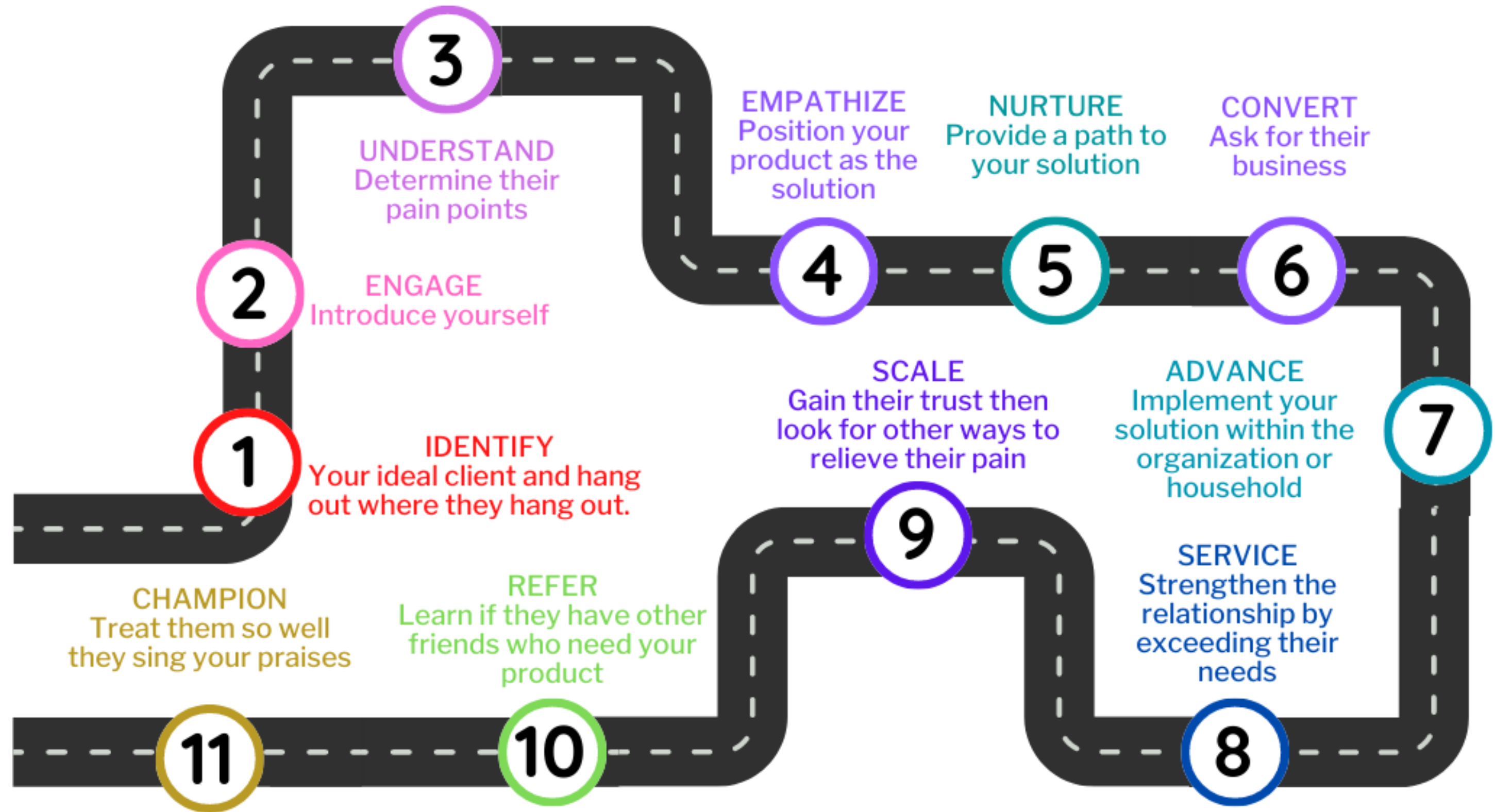


1. Dig Deep
2. One for each product line
3. Give them a name
4. Define their goals
5. Understand their pain and challenges
6. Update regularly





# CULTIVATION LOOP





The background of the slide is a dark teal color. In the center, the word "IGNITE" is written in a bold, light blue, sans-serif font. To the right of the text, a hand is shown in a light blue, semi-transparent style, with the index finger pointing towards the word. A jagged, lightning-like line connects the tip of the finger to the letter "E". Behind the word "IGNITE", there is a radial burst of light rays emanating from the center, creating a sense of energy and ignition.

# IGNITE

The Ultimate Customer Experience





# What do you mean?

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I - INITIATE THE CONVERSTATION

G - GO THE EXTRA MILE

N - NEVER BE NEGATIVE

I - IMPRESS WITH KNOWLEDGE

T - TAKE THE TIME TO LISTEN

E - EXECUTE



# STEP 1

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## Initiate the Conversation

FIRST THINGS FIRST



# How this works!



## THE INTRODUCTION

Politely introduce yourself and determine the customer's needs. Do NOT sell anything



## SMILE

Believe it or not if you force yourself to smile you will be more positive during the call



## BE CONSISTENT

Always be polite and ensure you are actively listening



## FOLLOW UP

If the person you are working with needs to reschedule the call for the day. Get it rescheduled and ensure you get the order



## STEP 2

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# Go the Extra Mile

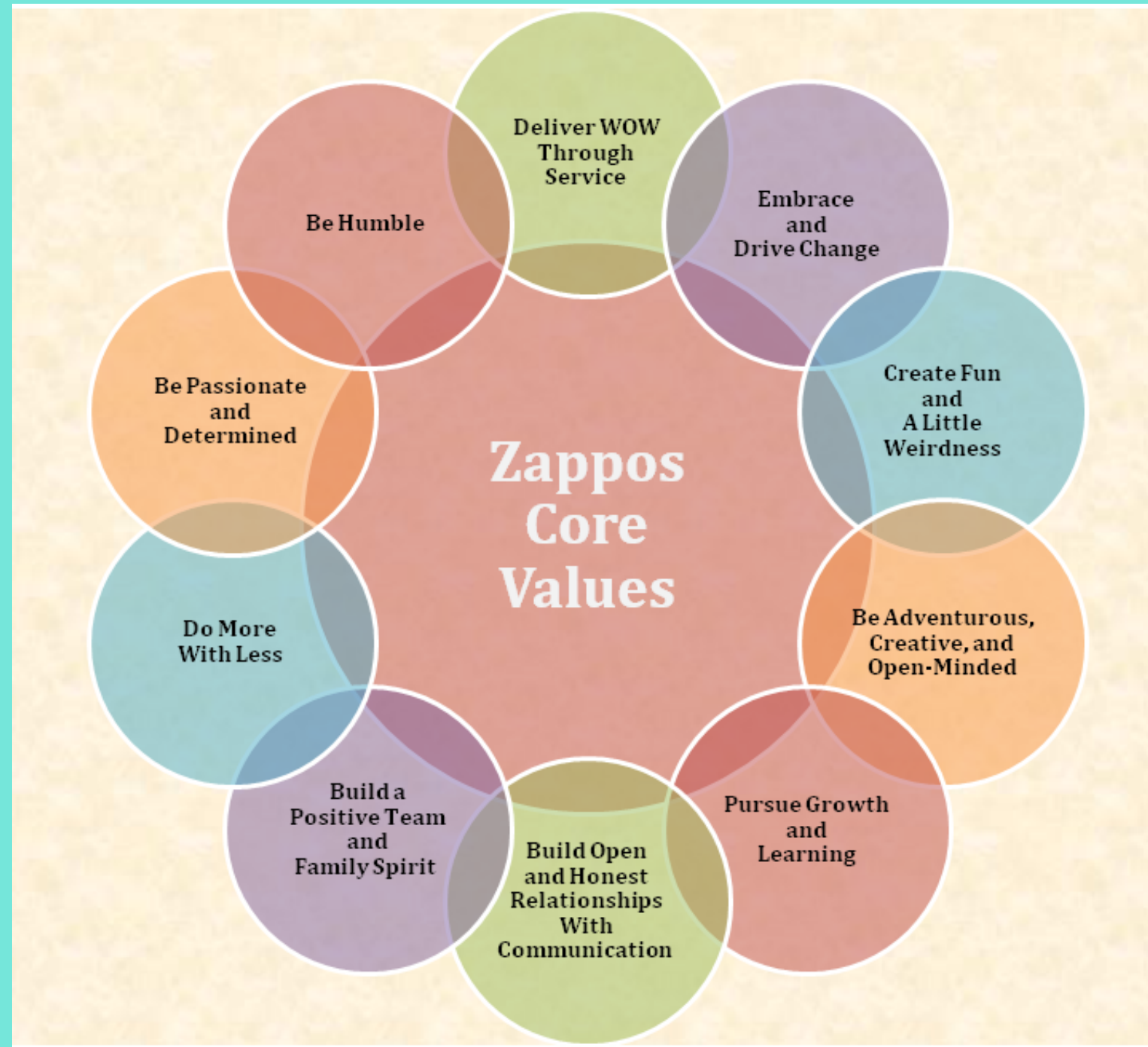
OUR CUSTOMERS ARE OUR LIFEBLOOD



# The Zappos Model

## 3 KEY STEPS FOR CUSTOMER INTERACTION

- Friendly, solution-oriented representatives
- No scripts
- Empowered to help





## STEP 3

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# Never Be Negative

HOW TO HANDLE ANGRY CUSTOMERS



# THINK POSITIVE

## Be NICE

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### UNDERSTAND THEIR PERSPECTIVE

Your customer may be having a tough day. Don't take their frustration personally.

### FIX MISTAKES

Always remember that mistakes happen. Find solutions

### BE THANKFUL

Always remember that you are representing the company. When challenges arise solve the problem, thank the customer and relay difficult calls to the appropriate sales person.



## STEP 4

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# Impress with Knowledge

KNOW HOW YOUR COMPANY ADDS VALUE TO THE CUSTOMER

# Things to Do Before and During the Engagement

## REVEIW THEIR PREVIOUS ORDERS

Before you make a call to any customer go into the sales system and review their orders. Understand what they typically order.

## UNDERSTAND THEIR BUYING HABITS

By understanding their previous orders you will have an idea of what they should be ordering. Be ready to make sure they have everything they need.

## OFFER SUBSTITUTES

- If we are out of something, be sure to offer a suitable substitute.
- If something is on the order, but doesn't show that we keep it in stock verify the item number with the customer and find a solution

## SOLVE THEIR CHALLENGES

Get to know your customers, understand their pain points and be prepared to offer solutions.



## STEP 5

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# Take the time to LISTEN

THIS IS THE KEY COMPONENT TO COMMUNICATION





## READ BACK ORDERS

This lets the customer know you understand their needs and have the order correct.



## MAKE SURE IT'S PROPERLY INPUT

Triple check you order inputs to make sure they are input correctly. If you have any concerns, work with the appropriate salesperson to make sure the customer gets what they need.



## STEP 6

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# Execute

NONE OF THIS MATTERS IF WE DON'T EXECUTE





# Execution

- **STAY POSITIVE**
- **OUR CUSTOMERS DETERMINE OUR SUCCESS**
- **BE POLITE**
- **NEVER TAKE ANYTHING PERSONALLY**





# YOU ARE A SUPER HERO

You serve as the key link between our organization and customers. As we grow you must develop positive relationships with every customer and vendor. You are the problem solver. Work with the team to provide effective solutions for everyone you work with.