



THE CUSTOMER IS ALWAYS RIGHT...RIGHT?

Who is right and wrong in service and sales is not the problem. If you have an unhappy customer, you need to do something about it. Even if they're not right, treat them right – professionally and with respect.

THE history behind the phrase, 'the customer is always right' is still debated but it has been used since the early 20th century.

There are several reasons why I believe the phrase was coined and why its presence has persisted as a mantra in sales and customer service training worldwide:

- To show that the business has the intention of looking after customers to its full potential
- To encourage employees to build rapport with customers
- To create a positive proactive work environment for success for customers, employees and the business
- To help customers feel welcome and cared for
- To foster a 'go the extra mile' service environment
- To help diffuse any difficult or unhappy customer situations simply and immediately

- To provide an 'outside the square' approach to satisfying customers

- To breakdown the ingrained habits of some employees who just follow the rules which in some circumstances, is to the detriment of the customer

Some customers are just not suited to your particular business – they are bad news.

You need to ask yourself:

- Are these the customers I really want to hold onto?
- Will this customer support me in the future?
- Will they spread bad word?

Sometimes what the customer wants just isn't right for them. Selling an unsuitable product or service to a client will do your business more harm than good.

The customer may want an unrealistic discount from you. You



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know what your costs are and what a sustainable discount is. The demands which some clients insist on are both unfair and unsustainable for future business existence, let alone success.

Rude customers can sometimes get better looked after than others but all customers should be treated with the same respect and professionalism.

Solve the customer's problem or complaint on the spot, if you can. Think laterally and ask yourself, "What could I do to help solve this problem before it gets any bigger?"

Remember that just because the client is upset, it is generally not a personal attack. Take a few deep breaths and be the true professional.

As a business owner, I know how important it is to match clients and customers with your business. It is not just a transaction but a relationship which needs to be strong.

I don't believe it is conducive to support clients who are unhealthy to your business. People debate how much money it costs to get customers in the door, but calculate how much it costs to advertise, recruit, train and keep good employees. We need to support our employees.

The customer may not always be right but they always deserve to be treated in the right way.

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