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Customer Service

NicheBooklets Series

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Niche Content Kit

Finally! A tool that lets you create Niche Content and Products you can call your own...Quickly & Easily!



If you've been online for a while, then you know that it can be quite time consuming to come up with and write original content to help promote your business -- whether the content is for a niche site, an e-book, an e-report, an e-zine, a free reprint article or an e-mail course.

The good news is...**you** can now create various Niche Content quickly and easily with the help of **Niche Content Kit™**.

Niche Content Kit™ gives you a framework so that you can create products that reflect your style, personality or voice.

Here are just a few things you can do with **Niche Content Kit™**:

- Create articles that are truly private label articles in 15 minutes or less.
- Develop niche-specific e-mail courses, workshops or training materials.
- Create e-reports and e-books you can sell, offer as a free download or even add as a bonus to a product you're already selling.
- Populate your blog(s) with niche-specific content.
- Create content you can use even for print newsletters, booklets, brochures, direct mail and handouts.

And if you use ****Private Label Articles**** to promote your business, then **Niche Content Kit™** is the perfect complement!

Niche Content Kit™ fills a need for people like YOU who want the flexibility to create niche-specific content quickly and easily in addition to using private label articles.

Are YOU ready to create and profit from your own niche content today?

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Don't Say the N-word!

There's one word that everyone hates to hear and that word is "No!" This is especially true in a business setting – when your client needs that product in his hands by tomorrow and you say "No", prepare yourself for one unhappy customer.

The truth of the matter is that 'no' is a word that should rarely be heard in the successful business. The best businesspeople know how to work around that word so that even though the principle of 'no' may be present, the word itself is never spoken.

Unless it involves a matter of principle, saying no to a client is hardly ever a good idea. Your customers want you to be capable of meeting their every need, so when you tell them no it undermines the trust.

Rather than outright denying a client, seek to work around the issue and you will increase your chances of maintaining the relationship as well as keeping the trust.

When a client asks you to perform an impossible task or provide a product that cannot be obtained, your first instinct may very well be to say no. Don't! Instead, tell the client what you *will* do – for instance, you may not be able to finish Mr. X's monthly accounting before Wednesday but you should tell Mr. X that you will be working on it around the clock to bring it to completion.

Focus on the positive side of what *can* be done rather than what *cannot*. When a client comes in and wants to purchase twelve handmade photo frames but you have only ten in stock, make it clear that you will do everything in your power to get the other two frames to the client as soon as possible.

Avoid saying no and not only will you retain your customers but you will appear to be the hero thanks to all your extraordinary efforts on their behalf. That's a win-win situation all the way around!

Effective Customer Service: Dealing with a Complaining Customer

If you are involved in either the retail or service industries, you likely will be called upon or left to deal with customer complaints from time to time. Dealing with an angry, complaining customer can be a less than enjoyable and less than enviable task. However, if you are to succeed in the world in this day and age, you are going to need to develop those skills necessary to deal with a complaining customer.

When it comes to undertaking dealing with a complaining customer, there is a simple motto that you should always bear in mind: “Be fair but firm when dealing with a complaining customer.”

The first step in the process of being firm but fair with a complaining customer is to hear the customer out. Let the customer tell his or her story -- without interruption -- for a reasonable period of time. You do not want to let a customer get carried away in making a presentation of his or her complaints. However, if the angry, complaining customer at least feels that you are listening to what he or she has to say, you likely will have made a positive step towards calming the customer down. If you are able to diffuse the tension at least to some degree in this manner, you are on your way towards resolving the problem.

Once the customer has had the chance to spell out what he or she perceives the problem to be, take the time to politely and firmly explain what company policy is and what you can and cannot do to assist in resolving the situation. Additionally, if you need to get approval or assistance from a superior in order to assist the customer in resolving the problem, be very clear about that necessity up front. Do not leave the consumer with false hopes or with promises that you cannot keep.

Finally, if the problem is not one that can be resolved immediately, lay out a specific plan and schedule with the customer as to how you will go about dealing with the complaint. Set a specific time at which you will get back in touch with the customer in regard to the situation. Make certain that you do follow up in the manner agreed upon with the customer.

The Client-Friendly Environment

Image is everything, so one popular modern ad says. That's not too far off the mark when it comes to the atmosphere that your clients enter. One of the most important things you as a service provider can do for your clients is to create a welcoming, laid-back environment where they can browse your products or go over your services without feeling pressured or unwelcome.

Too often companies fail to realize exactly how sacred the client relationship is and how tenderly it must be handled, and that can mean the death blow to a lot of potential business. The smartest workers out there know that in order to boost the bottom line, the customer must be satisfied and one of the best ways to do that is to create a setting that invites, welcomes and relaxes.

Perform a critical, objective examination of your location. Think about the entry way to your location from a client's viewpoint. Is the walkway clean and the landscaping neat? Are the doors and windows clean? The outdoor impression can count for a lot with customers, so make sure your outward front is properly presented.

Pretend as though you are a stranger visiting your store's location for the first time and consider the impression you receive as you enter the door. Perhaps the paint is too dark and makes the room seem claustrophobic or maybe the lighting is inadequate. Have a pen and paper with you so that as you see your location with new eyes, you can write down your observations and use it as a foundation for any changes.

The most welcoming environments to clients are warm both in color and in set-up. Choose a friendly paint color with warm tones and set up your public area so that your customers can walk freely without bumping into each other. Make sure that the lighting is bright enough without being overly intense and provide some seating even if your business does not require a waiting area. Hang pictures of beaches, animals, and children – almost everyone relates to one or more of these three subjects. Most importantly, train your staff to greet customers warmly and be available for assistance without hovering.

Making the effort to create a friendly environment will make a big impression on your clients and translate into more sales on your end.

Be Happy and Increase Profits!

Let's be totally honest: work is not always fun, especially when you are self-employed. There are plenty of days when you wake up and want nothing more than to stay in bed, but as an entrepreneur you have to get up and get ready for another day.

Regardless of how badly you want to avoid work, it's important to put a positive spin on your day and a smile on your face. Your feelings are radiated to your customers, so if you are slumped over feeling frustrated and tired, your odds of making a sale are slim to none. Take all the time in the world for self-pity *before* you come into work – once you come through the door, it's showtime!

There's no doubt that human beings are complex both physically and emotionally, and everyone accepts that there will be good days as well as bad days. In business, though, your customers expect every day to be a good day. There's no time for sulking or whining at work; your job is serve each customer as though it's the best day of your life simply because *that particular customer* came through the door. Maybe you received bad news or you don't feel well – successful businesspeople work through the frustrating times and can even turn the worst of days into triumph by challenging themselves to overcome personal issues and perform well at work.

The next time you are having a bad day and are headed to work, challenge yourself to make this day an incredible accomplishment in your career. Set a goal to meet for the day like signing up five new customers or reaching a certain number in sales, and then push yourself to meet that goal. As you welcome your clients and address their business needs, something funny just might happen: you may begin to feel better or even cheerful. Before you know it, a genuine smile might just show up on your face. Focus on your customer first and other issues will fade away.

Entertaining Customers: The Value of Good Communication Skills and the Need for Patience

If you have a job that requires you to entertain customers, there are a number of skills that you will need to develop. Entertaining customers is not as easy as a one might imagine. It is a must that employees who are tasked with entertaining/assisting customers should have very good communication skills, not to mention tons of patience.

Good communication involves more than simply being able to speak clearly and well. Good communication requires that you be a solid listener. When it comes to entertaining a customer, it is vital that you are able to listen and take in what the customer has to say. If your customer is like most people, your customer likely enjoys talking about things and matters that are of interest to him or her. In short, you do not want to dominate the conversation.

When it comes to entertaining customers, you also need to develop patience. There can be times when a customer can be very trying. A customer can be everything from demanding to downright boring. Whatever the case may be, you need to be accommodating and patient to make sure that the customer enjoy his or her time.

In the final analysis, you need to always keep in mind that when it comes to entertaining customers, the end goal is to keep customers satisfied, happy and pleased. By doing so, you will benefit your business or employer tremendously. In the end, a well-entertained customer is going to be a satisfied customer who will be pleased to do business with you now and well into the future. A satisfied customer is not only good for your business or employer -- but also for you.

Dealing with Difficult Customers: Providing Effective Customer Service Under Tough Circumstances

If you are employed in a business or industry that involves customer service, you recognize and realize that there are many instances when you are forced to deal with difficult customers. In the end, you will be able to advance farther in your profession if you learn different tactics to effectively deal with difficult customers.

There are some basic steps that you can take in order to better deal with and effectively assist difficult customers. Remove customer prejudices. No matter how cranky or demanding a customer may be, give him the same good service you would give to the more pleasant customers.

When it comes to dealing with difficult customers, your immediate, natural and understandable inclination is to treat these people in a coarse manner. It is human nature to respond to a difficult customer in a stern and unforgiving manner. However, you can best deal with these people by confronting them in a pleasant manner, in the same manner that you would engage with more agreeable customers.

There is some truth to the overused adage that you can attract more bees with honey. If you act in a polite, kind manner -- even in the face of a negative acting, disagreeable customer -- you may be able to diffuse at least some of the anger or frustration that is running off your customer.

More often than not, if you respond to an angry or disagreeable customer in the same manner, you will only accelerate the customer's very negative mood. You will end up turning a bad situation into a rotten situation all around. By contrast, if you respond in a more positive manner, chances are the situation will not degrade further and it might even improve.

21 Customer Service Tips

1. If a customer has to wait, tell him or her how long and why. That gives the customer the option to wait or just come back.
2. Provide enough warning signs (“High voltage: keep off,” “Breakable glass,” “Hot surface: do not touch...”) to ensure the safety of your customers while they are inside the premises of your business.
3. If the customer seems at a loss, confused and cannot make a decision, assist the him by suggestive selling. Enumerate the features of the products he is deliberating on. If you’re convincing, the customer might even buy two or more different products.
4. If necessary, provide your prospective customer with references – previously satisfied customers who are more than willing and happy to vouch for your good service. (You can ask a satisfied customer if you can use him/her as future reference.)
5. Consider your customers’ safety and not just your profits alone. Invest in safety facilities (e.g., bomb detectors, kiddy-friendly fixtures, fire extinguisher, etc.) that suit the nature of your business.
6. Keep your word, otherwise, do not promise anything. If you say you’ll replace an item, do so. If you say you’ll deliver the product within the week, do not deliver it next week.
7. Use simple language when explaining to customers. Avoid jargon except when necessary. If you have to use highly technical terms, explain it in simpler language.
8. When you promised a return call, do it. It is rude to keep people waiting.
9. It’s a highly competitive world so give a service that reflects the distinct personality of your business. It could be the way you greet customers, how you present your products, your freebies or the way you treat them while they are within your business premises.
10. Inform the customer of certain requirements (and why those are necessary) before a transaction can be completed. That way, the customer won’t waste time and money and he or she won’t blame you for any delay.

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11. The best way to determine if you're giving good customer service is to imagine yourself as the customer. Honestly ask yourself if you're happy with the way you are dealt with.
12. Make the customer feel that you're an ally. Empathize with the customer's situation and then take the opportunity to bring up what's good about your product/service.
13. Clueless about something? Do not look surprised. Tell the customer that you do not have the information he needs at the moment, then either excuse yourself to get the information, or get his contact details so you can get back to him when you have the information he needs.
14. Give your customers value for their money. Do not shortchange your clients because word spreads fast. Studies show that around 55% of word-of-mouth comments bring in or take away customers from a business.
15. If a complaining customer starts to use offensive language, politely tell him you will be ready to deal with him once he has settled down. That will knock the customer back to his senses.
16. Learn a second language – the one/s that many of your regular customers speak. You can provide better customer service with good communication.
17. Listen to the customer's complaint and take notes if you have to. Repeat his complaint to confirm if you got the details right before analyzing and suggesting an action that you can do.
18. Invest on your career. There are speech training and customer service training centers where you can hone your skills.
19. Do not memorize spiels. Learn spiels and personalize them. This way, you won't look like you're faking it when talking to customers.
20. Return a client's call within 24 hours. If you cannot, ask somebody, a member of your staff, for example, to do it for you. Instruct the person to explain why you are not available.
21. Design effective customer evaluation forms and see to it that customers answer them. The feedback you can get from such forms is a valuable tool to improve your business.