

---

# Customer Service

---

A handbook for entrepreneurs, CEOs, and startup founders.



Companeur, LLC

---

*Volume 1*

<b>About the Author .....</b>	<b>4</b>
From me to you.....	4
Contact Me.....	4
<b>Excellent Customer Service Must Rule .....</b>	<b>5</b>
The customer is always right, even when they're wrong. ....	5
Repeat customers keep your business running. ....	5
Repeat customers are your revenue stream for continued growth. ....	5
Create an amazing experience. ....	5
Take advantage of free advertising.....	6
Start doing better today.....	6
<b>Making Unhappy Customers Happy Again .....</b>	<b>8</b>
Immediately engage. ....	8
Take ownership of the issue. ....	8
Follow up. ....	8
Make decisions for yourself.....	9
Knowledge is everything.....	9
<b>Focus on Building and Maintaining Positive Client Interactions.....</b>	<b>10</b>
Keep things in check. ....	10
Invest time into learning more. ....	10
Watch what you send.....	11
Come through when it counts most. ....	11
Make it special. ....	11
<b>Redirect Behavior to a Positive and Helpful Attitude .....</b>	<b>13</b>
Don't react.....	13
Keep it real. ....	13
<b>Repairing a Damaged Business Relationship....</b>	<b>15</b>
Define the damage. ....	15
Pay attention. ....	15

Show concern. ....	15
Be empathetic.....	15
Take action. ....	16
Be accountable. ....	16
Make the changes. ....	16
<b>Be Helpful and Useful to Your Customers.....</b>	<b>17</b>
Be helpful and useful.....	17
You may lose some money initially.....	17
Keep your clients awake.....	18
It takes one to know one. ....	18
Don't get your customers frustrated.....	18
Be invested in your market segment. ....	18
<b>I Want to Hear From You .....</b>	<b>20</b>

# About the Author

Brandon was recently selected to represent Google, as a Google Small Business Advisor, and has authored several business and digital marketing classes on Google's Primer App.

Brandon has considerable experience in streamlining business processes to maximize productivity, working with executive leadership to come up with new ways to grow the business, forming enterprise content marketing strategies, analyzing data to make more informed educated business decisions, and creating personalized marketing and lead generation campaigns that get results. Brandon helps his customers be accountable, consistent, and accurate, in every aspect of their business.

## From me to you.

My goal is to empower you with information, so that you can do better, today. Everything I share is simple, and easy to understand. No junk, no fluff, no nonsense. I only share high-quality, proven information.

## Contact Me

I'm more than happy to answer any questions and provide suggestions. Send me an email [brandon@companeur.com](mailto:brandon@companeur.com) or text (267) 702-3851 to get the conversation started.

# Excellent Customer Service Must Rule

Without a doubt, there's no easier way to set your business apart from your competition than offering the absolute best customer service. Excellent customer service equals happy customers, and happy customers equal repeat customers, and repeat customers equal people that tell their friends and family about your business, which equals you getting additional customers without paying any advertising.

## The customer is always right, even when they're wrong.

There's always a solution to a problem if you try hard enough, and you're willing to make some small sacrifices. It's possible to reach a happy medium, with anyone, over any situation, with a little bit of giving. It's just not worth arguing over loose change, when you're sticking dollar bills in your pocket. Losing the little battles, allows you to win the big battles, which is where your continued revenue stream is going to come from.

## Repeat customers keep your business running.

Without repeat customers, it's going to cost a lot in advertising. Imagine you had a restaurant that had no repeat customers, it'd be nearly impossible to find new people, within your local demographic, to come in and fill the place to eat every night, and you'd eventually end up going out of business.

## Repeat customers are your revenue stream for continued growth.

It's much easier to share a new product or service offering to a repeat customer because you already have their attention and they're willing to listen to you. This is one of the easiest types of sales, and it's one that costs the least, because it's just you simply informing them of the addition to your already excellent offerings.

## Create an amazing experience.

If you want to keep high profits and grow your business really quickly, getting people to share their incredible stories with their friends and family, is the way to do it. When people have an excellent experience, they'll share it with the people that are closest to them, providing you with a warm introduction to gain a new customer. The best part about a warm introduction is that the friend or family member already knows that your business does an excellent job, and they already have a certain level of trust and expectation.

Typically, building trust and expectation takes time and money, but when you can get people to share how good of a job your business does, and how excellent your customer service is, it puts you in a higher starter position in the relationship.

## Take advantage of free advertising.

The more free advertising you can get from excellent customer service, the more money you're going to put in your pocket. Yes, you can go to one of the major advertising outlets and pay them a lot of money to get your message out in front of your target audience, or you can repay your customers and say thank you to them for doing business with you by offering them special discounts, incentives, and awards, which ultimately gets them feeling great, which ends up meaning that they're going to share what your business did for them, thus creating the free advertising and warm introduction you're looking for.

People work harder and buy more when given incentives. Learn this lesson early, and incorporate excellent customer service, along with excellent incentives, and you'll be well on your way

## Start doing better today.

It's never too late to start offering excellent customer service. If you've done a terrible job of customer service, and you've fought to get every penny, from every customer, regardless of whether it was ruining the business relationship or not, you can change. Everything successful starts with change, and every company has gone through some rough patches, the only difference between the companies that are still around and that are successful today, is that they've evolved and changed with the times, while the ones that aren't around, never adjusted and just became irrelevant due to bad product and service offerings, and terrible customer service.

The goal for your business is to provide the ultimate client experience to your customers, so that they will continue to support your business. When you have your customers backing, they'll help grow your business faster, and at a much lower cost than using standard advertising methods.

# Making Unhappy Customers Happy Again

There's a fine skill in making unhappy customers happy again. It's not like if you just do nothing, that everything's automatically going to go away the next day. In fact, by not jumping into immediate action and addressing an unhappy customer, you're going to severely hinder your chances of making what may have been a simple solution, into a difficult and complex situation instead.

To help you out, below I've shared some of my top customer service tips that you can immediately implement in your business. They will without a doubt, make a big impact, but you need to implement them if they're going to work. "Buying the book, but not reading it, is not going to help you." Take action on what you learn here for best results.

## Immediately engage.

Let the unhappy customer know that you're going to listen to what's going on, listen to what's made them upset, and that you're going to help them immediately rectify the issue. If the issue for the unhappy customer is being expressed online, take it offline as fast as possible. It just works better this way for everyone. Everyone wants to be heard, and everyone wants to be able to vent their frustrations, so be the excellent listener.

## Take ownership of the issue.

Don't pass unhappy customers around like a hot potato. Take ownership of the issue. Let them know that it's going to be the both of you, working together, all the way to the finish. Imagine holding an unhappy customers hand, while walking them through a park and continually letting them know that it's going to be ok, that's the experience you need to focus on providing to them.

## Follow up.



The fortune is in the follow up. The follow up is everything. Follow up, follow through, and leave no stone unturned. Leave no room for error, and make sure every unhappy customer is completely satisfied before you close out the issue. Use a ticketing system if needed. It's a good idea to follow up and check in a few weeks after the dust has settled as well. This is also a great time to send a nice appreciation or thank you card. Adding a little personalized touch will make all the difference.

## Make decisions for yourself.

Go out on a limb and make an executive decision that's going to immediately make an unhappy customer happy again. No one likes to be on hold all day, so instead, just say, "Yes," to what they're asking, and move on. You're going to win some, and you're going to lose some in business, but at the end of the day, it's your customers that keep your lights turned on, so take care of them. There's a crucial reaction period when someone is upset, and if you react within this time, your success rate will be much higher than if you don't. Make the decision, commit to it, and just move on.

## Knowledge is everything.

Be well trained and understand what in the world you're talking about. If you don't know what you're talking about, don't fake it. Be polite, and let them know that you don't know, but you're going to stay with them and find a person that does now. Stay trained, and stay knowledgeable.

That's all of my go-to tips for making unhappy customers happy again. I always say this, "Excellent customer service takes good companies, and makes them great," so if you want to be great, commit to providing the most amazing, "Customer service experiences." Laugh with your customers, share your experiences with your customers, and always look to find that common ground. Always remember to stay way out in front of issues, immediately jump on them when they do come up, and never lose focus on keeping your customers happy.

# Focus on Building and Maintaining Positive Client Interactions

There's no downtime when it comes to maintaining positive client interactions. Keeping a smile on your face no matter what's going on behind the scenes is essential. Clients don't want to see you sweat, they want to see you look good, and they want to see that you're paying attention to them. Clients are checking you out, so you need to be on your game at all times.

With that all being said, you may be wondering how in the world to actually keep every client interaction positive, but don't worry, I have you covered. Here are my go-to tips to building and maintaining positive client interactions. Like I always say, once you read this information, do something with it.

## Keep things in check.

One small outburst and you may ruin a relationship you've been looking to build for years. You need to keep it all in check, and hold back your emotions from exploding when something doesn't go your way. After you build your relationship, and you get to know your clients a little better, then you can start to share some more intimate feelings, but you don't want to share something with someone that feels totally different about a topic or subject than you do. Making a joke about something that your client finds insulting, is a quick way to never do business with them again.

## Invest time into learning more.

I'm not talking about not being sincere with your clients about who you truly are, and the way that you feel, but in the introduction and, "Learning more," phase about each other, you definitely don't want to be too straightforward and abrasive. Topics to avoid are, politics and religion. Just steer clear of them all together. If your client is talking about them, don't comment, and just transition into another conversation as fast as you can.

## Watch what you send.

With technology today, there are so many different ways to interact with clients i.e. email, text, social media, instant chat, etc., and you need to be savvy on each one of them. The difference between the old school way of picking up the phone and speaking with someone, is that most of the time information is shared via electronic methods, which makes it a little tough to erase after it's sent. That's why it's so important that you really understand the meaning of what you're sending. If it may be insulting to anyone, don't send it. What you send has a very good chance of getting resent to someone else, so always keep that in mind. Negative messages can spread like wildfire, so always keep what you're sending positive and enriching, that way you'll never have to worry if it's resent and reshaped.

## Come through when it counts most.

You are the forefront of your organization. Focus on building and maintaining client interactions that help get business done, and that help build trust in the relationship, and you'll not only keep that business, but you'll get a ton of referrals as well. Great businesses are built off great relationships because at some point the client is going to need to count on you to come through for them in the clutch. These clutch moments are the opportunities where you can really shine. People want to do business with people they can trust. If they're putting their neck on the line, they want you to put your neck on the line as well.

## Make it special.

Everyone in your organization needs to focus on making every client interaction special, no matter how big or small, the very best experience needs to be provided. From greeting a visitor at the door with a big smile and offering a complimentary coffee or water, to holding the door on the way out, everything matters. Overlook the little parts, and the client may well just overlook you. It's the little bits that matter the most to people, so focus on the little experiences, and you'll ultimately be given the opportunity to focus on the larger experiences in the future. It has to be a team effort though. It doesn't work if only a few people are onboard.

There you have them, my go-to tips to building and maintaining positive client interactions. It's time for you to take action and implement them into your daily routine. The time to

change is now. The time to create amazing and compelling positive client interactions is now. Do not wait any longer. Put these into action today.

# Redirect Behavior to a Positive and Helpful Attitude

Running a business is typically great, but every once in a while you're going to run into hiccups that can really bring you down. It's in these little moments of despair, that redirecting your behavior to a positive and helpful attitude, will yield you the best results. Act irrational and say nasty things that you really don't mean, and you'll have a lot of repairing to do. What you need to do, is train yourself to take a few seconds before you react, giving yourself the chance to mentally redirect your behavior to a positive and helpful attitude, making the outcome more desirable.

There's really no two ways about this. Act out, and the situation is not going to improve, in fact, it's only going to compound the situation and make it worse. Take a minute and redirect your behavior, and you'll be positioning yourself for a positive outcome.

## Don't react.

When a customer of yours acts irrational and acts out towards you, don't react. Sit back, listen intently, look to identify and understand where they're coming from and why they're so frustrated, and then let them know that you understand, that you'd probably be just as frustrated if you were in their shoes, and that you're going to do everything possible to make the situation right as fast as possible. This is the way excellent customer service is done. It's the little redirections in your thought process that will help you have positive outcomes regardless of the circumstances.

## Keep it real.

Excellent customer service isn't about giving someone a snow job i.e. attempting to deceive or persuade them by using flattery, it's about sincerely caring about making the situation right, but if you don't redirect your behavior and you slip into the childish, "They hit me, so I'm going to hit them back," there's never going to be a positive outcome. In fact, you're the one that's going to ultimately lose in the end. You've worked so hard to get a customer, now don't mess it up by having a rubber band reaction that will immediately ruin your

relationship. I get it, a customer may not be right, but you need to find a way to make them feel like the resolution you're providing to them is validating their feelings.

Master the redirection of your behavior to a positive and helpful attitude, and you'll have many happy customers for years to come. Positive behavior starts with you. It's an attitude, it's a lifestyle, and it's an absolute must to run a successful business.

# Repairing a Damaged Business Relationship

Mistakes happen in business, it's inevitable, so you learning how to repair the damage, is vital to your longevity. The faster you realize that something went wrong, and that your client is upset, the faster you can start to repair the damage. Both internal and external communication is key to repairing damaged business relationships. I know one thing, "If you don't repair the damage, you're not going to get any future business," that's for sure. No relationship is perfect, even in marriage you're going to have issues, so having business relationship issues is just par for the course.

The good thing is that if you're willing to put the work in to repair the damaged business relationship, there's a very good chance that you can heal the wounds and make everything right again. Below are some simple, easy to follow tried-and-true steps, that you can implement to resolve any damaged business relationships you may have.

## Define the damage.

Find out what happened, why it happened, and commit to bring a resolution to the issue.

## Pay attention.

Keep eye contact if you're in person, or stay engaged by responding back if you're communicating via phone, email, or text.

## Show concern.

Share how what happened has affected you. You want to reach some type of common ground where you both can relate.

## Be empathetic.

Share how you feel their pain and why you understand how they feel. Maybe share a similar personal story where you felt the same way they did because of a circumstance that occurred.

## **Take action.**

Make it right. Do whatever it takes to make the situation correct as fast as possible.

## **Be accountable.**

There's nothing worse than providing lip service and then not backing it up by doing what you said you were going to do.

## **Make the changes.**

Do what you said you were going to do to make the situation right, and then continue to follow up and make sure that the same issue doesn't happen again.

Remember, when it comes to repairing a damaged business relationship, "The simpler, the better, and don't make anything too difficult to understand." Just stick to the main points, and work together as a team to make things right again. Trust comes with time. Go above and beyond the norm. Show that you care, show that their business relationship with you is of utmost importance, and you'll win them back. Stay away from blame shifting and name calling, as those types of school yard actions will only drive the relationship you're trying to rebuild in the opposite direction that you want it to go.



# Be Helpful and Useful to Your Customers

In business, your success is going to depend upon how helpful and useful you are to your customers. Excellent customer service, yields excellent results, so always maintain focus on the people that pay to keep your lights turned on i.e. your customers. If you're constantly taking from them, and never giving back anything in return, you're not going to be in business very long.

So to help you out with these sometimes confusing topics of customer service and sales, I've shared some of my go-to tips that I've used to not only build a company that provides best-in-class customer service experiences, but best-in-class sales experiences as well. Remember, if you don't take action on what you learn, nothing is ever going to change. Take what you read here, and do something with it, today, not tomorrow.

## Be helpful and useful.

The easiest way for you to become a valuable resource, is to be helpful and useful to your customers. This means, sharing new information with them that's going to help them grow their business, or cut costs for their business. In some instances, the information you share with them is not going to directly pertain to the product or service that you sell, but that's ok, because you're still providing value to them.

## You may lose some money initially.

Being the helpful and useful resource may cost you money in the short term, but it will definitely make you a lot more money in the long term. If a law changes in the favor of a client, and it's going to have them stop using one of your services, let them know anyway. Being a helpful and useful resource is about providing value to your customers, not about robbing them blind when you know that they can be saving money.

When you're always selling, it gets tiresome for the client, and when a client gets tired, they get frustrated easier, and when they get frustrated they get irritated easier, and when they get irritated it usually doesn't work out well for you, so steer clear of the, "Always be selling," philosophy, and stick to the, "Always be helpful and useful," philosophy instead.

This is definitely what I've found to be true, so take it to heart, and commit to be the best resource you can be.

### **Keep your clients awake.**

There's nothing worse than a sales rep that comes into your office every few months trying to sell you the next greatest widget on the market. Think of the worst sales reps that come into your office, study what you don't like about them, and then do exactly opposite of what they do when you're on customer-facing appointments selling the products and services that your business offers.

### **It takes one to know one.**

If something that a sales rep does gets under your skin, you may be doing similar yourself. Take an honest review of how you're doing things, and make sure that you're not putting your customers to sleep by sharing boring information with them. Find helpful and useful information, put together a presentation, and go out and have some fun with it.

### **Don't get your customers frustrated.**

Customers are human, they want to be talked to normally, they want to have clear expectations set, and they want to work with a business that has their best interest in mind. When your business fails to provide clarity, expectations, and trust, they're going to dump you, and quickly. There are just too many businesses, doing excellent jobs, for a person that gets frustrated time and time again, to decide to stick with you. Remove any customer frustrations immediately, otherwise, they'll be gone in a flash.

### **Be invested in your market segment.**

To be a helpful resource, you need to be invested in doing business with the market segment you serve. You need to stay up on the laws by listening and reading the news, you must attend industry conferences, and you must be engaged with businesses in your market segment on a daily basis. You need to be able to mix together everything you've learned, bake it up, and serve up a delicious presentation that quickly and easily explains what's changed in the marketplace, and why it's important that the customer takes action. When you're helpful and useful, you're positioning yourself to grow your business in a natural and organic way, which typically yields the best long-term results.

Always, no matter what, be helpful and useful to your customers, and always focus on providing excellent customer service, even if it is to your worst enemy, because you never know if your worst enemy may end up turning into your best friend once the walls are broken down and a certain level of trust is formed. Be human, be kind, be helpful, be useful, and you'll be successful in business, but always be cognizant of where you're spending your time, as well as where you're spending your money..

# I Want to Hear From You

My contact information is below in case you have any follow up questions, or are interested in booking me for a live speaking event.

Brandon Schaefer

Email: [brandon@companeur.com](mailto:brandon@companeur.com)

Text or Phone: (267) 702-3851

Companeur, LLC

1735 Market Street, Suite A-106

Philadelphia, PA 19103

[Companeur.com](http://Companeur.com)

© Copyright 2018 Companeur, LLC. All Rights Reserved.