

WHAT YOUR MANAGER WANTS YOU TO KNOW





Jenna Monse

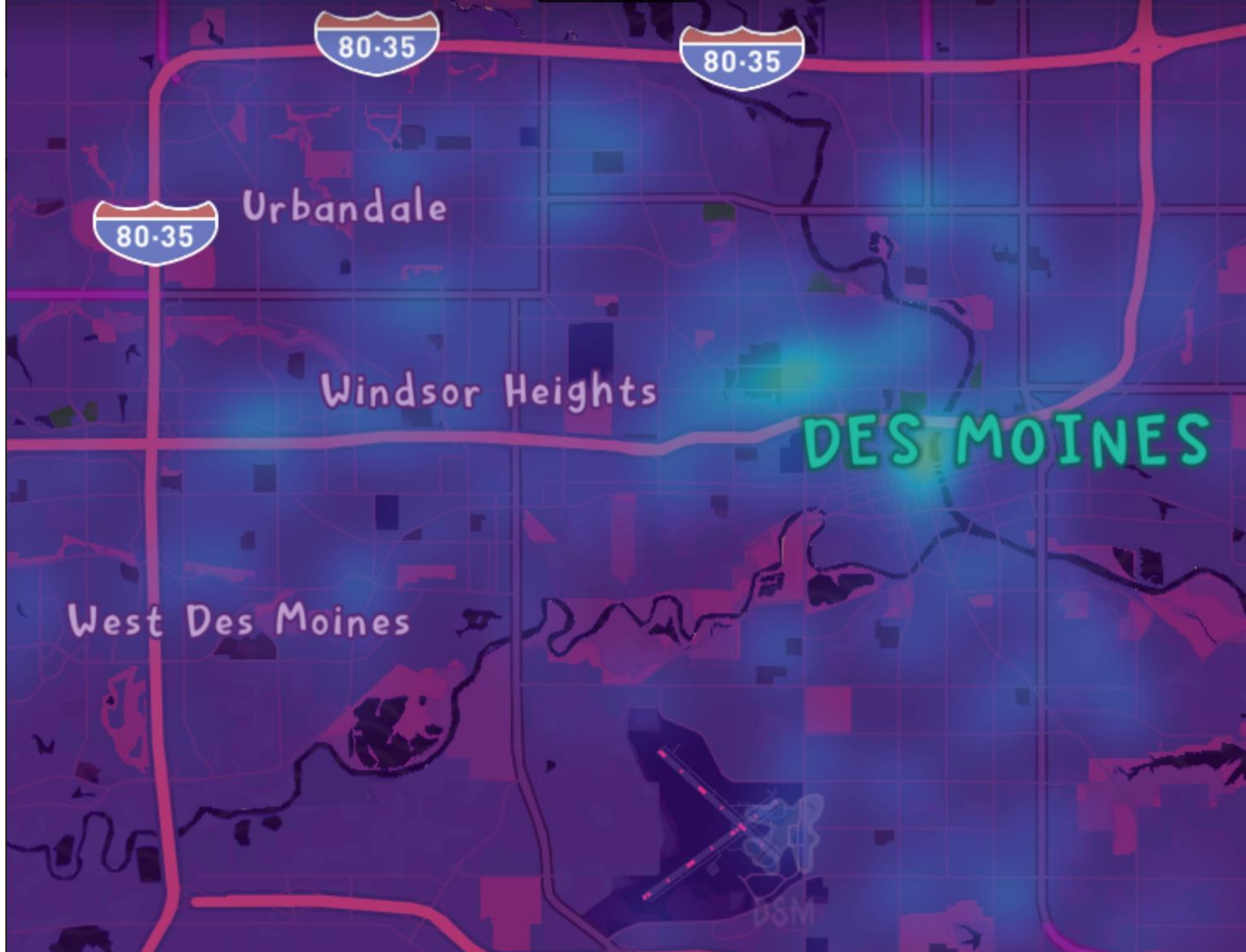
CNS HR Business Partner



Shelly Netland

Training Development Partner





What my Manager wants me to know...

A

How the Internet works.

B

How to read minds.

C

The work I do is "OK-ish."

D

EVERYTHING!



CUSTOMER SERVICE MASTER

Emotional Intelligence an
Workplace Relationships

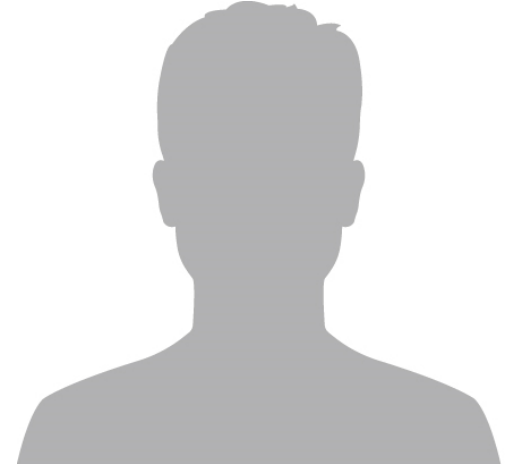


Effective Listening to
Be Thorough

Service and Sales
Mindset

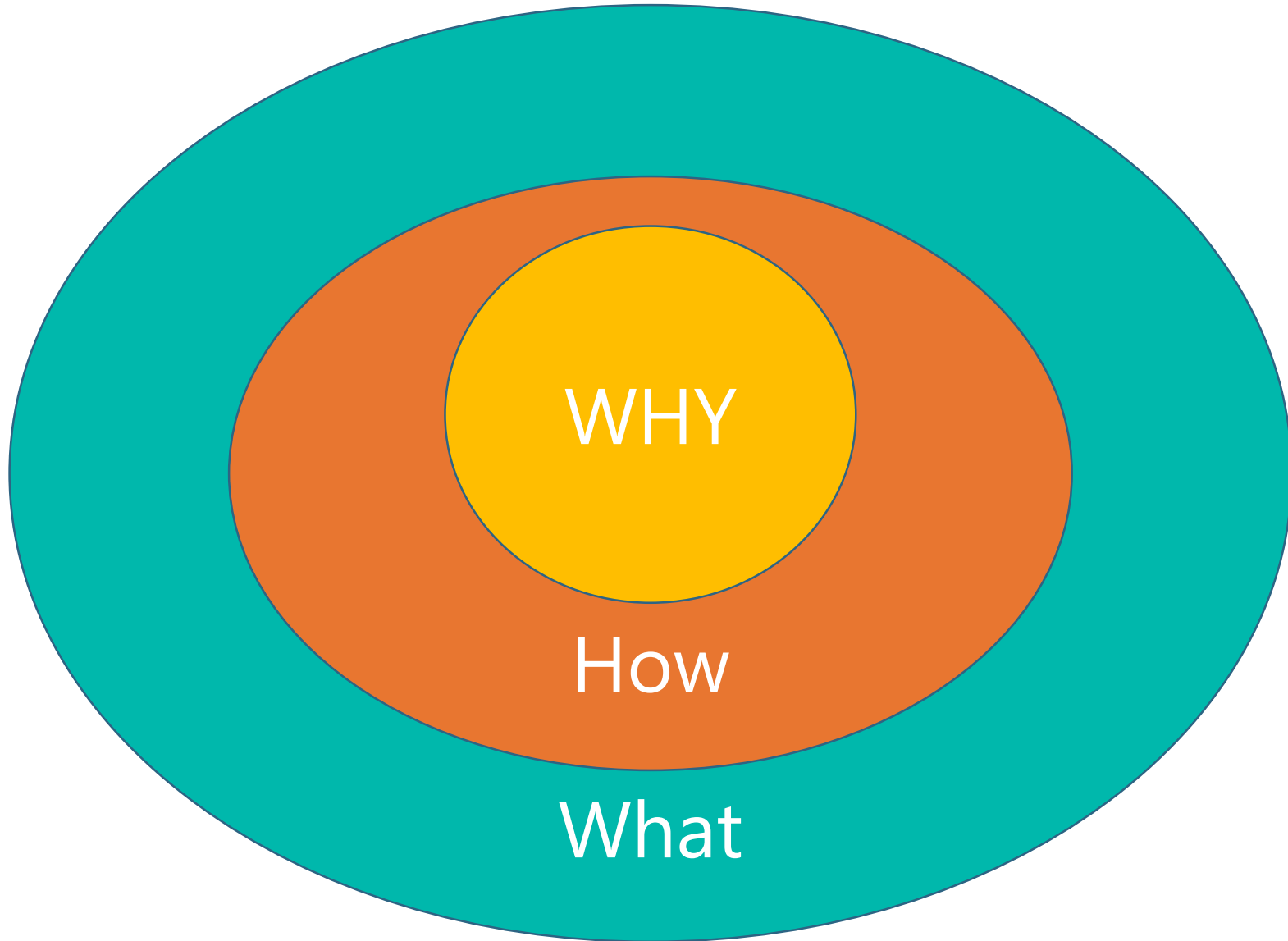
Mastering your habits is more important than achieving a certain outcome.





WHAT'S ITS
PURPOSE?





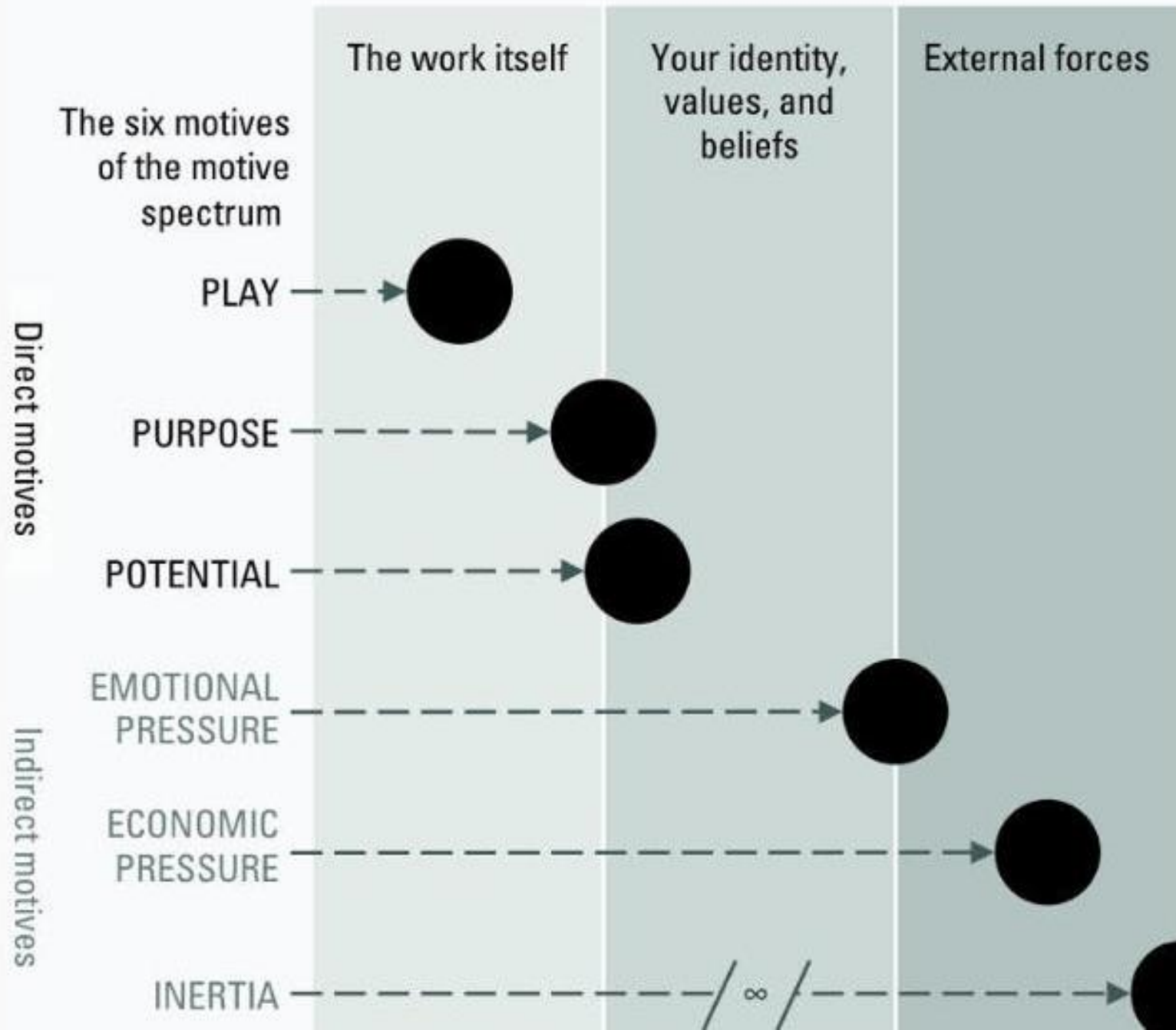
PURPOSE

"People don't buy what you do, they buy why you do it. You will attract those who believe what you believe"

- Simon Sinek



THE SOURCE OF THE MOTIVATION



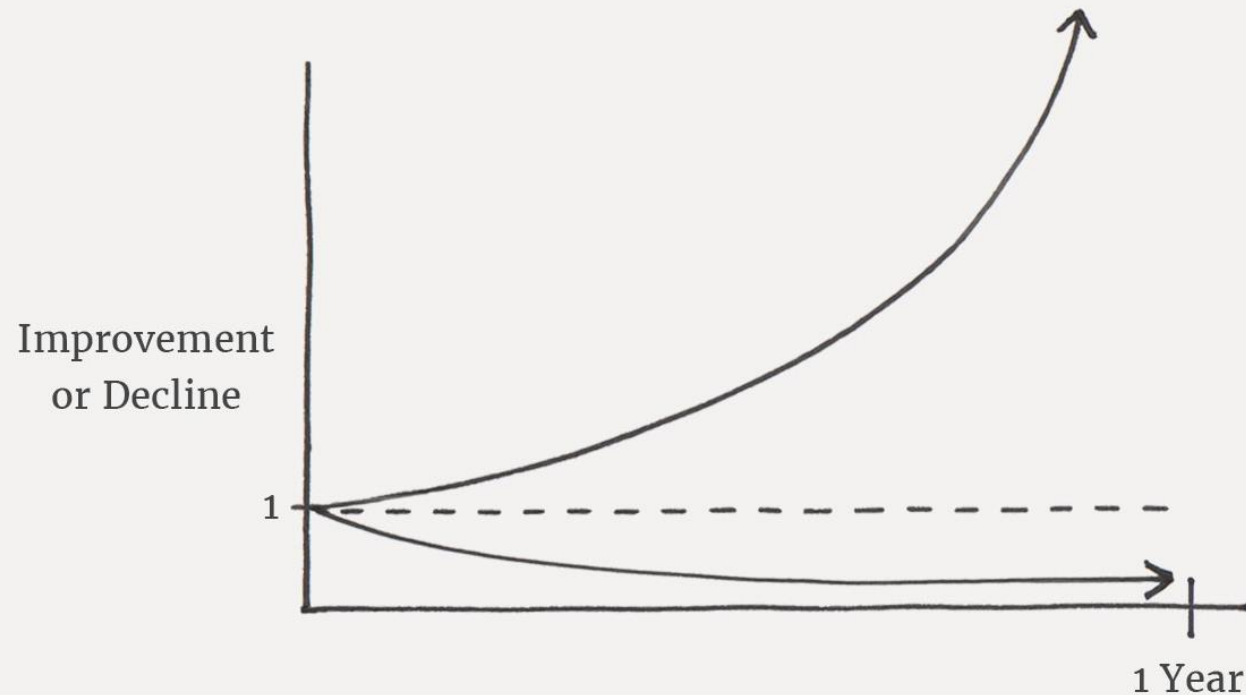
SOURCES OF MOTIVATION



THE POWER OF TINY GAINS

1% better every day $1.01^{365} = 37.78$

1% worse every day $0.99^{365} = 0.03$



We all sought to absorb Buffet's infinite wisdom, which we expected would be his take on the economy, investing and business. The more I listened, however, I realized the real **“wisdom”** was less about business and more about *living your life with purpose*, on your terms, with the things you enjoy, like a root beer float.

LUNCH WITH WARREN BUFFET

The Lemonade Life

- ZACK FRIEDMAN





EMOTIONAL INTELLIGENCE AND WORKPLACE RELATIONSHIPS



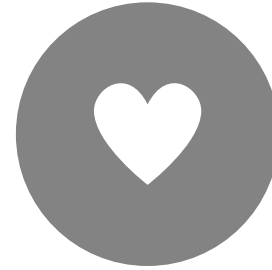
EMOTIONAL INTELLIGENCE



SELF-
AWARENESS



SELF-
REGULATION

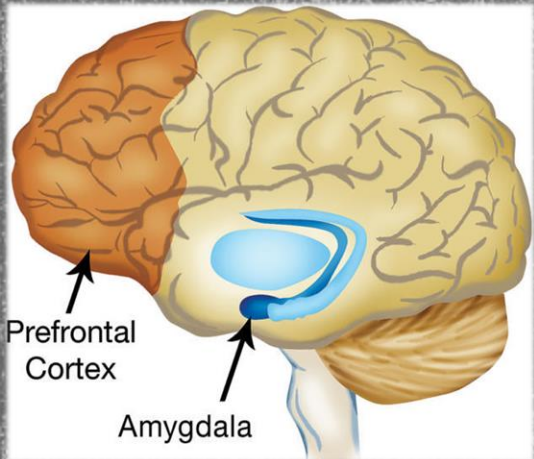
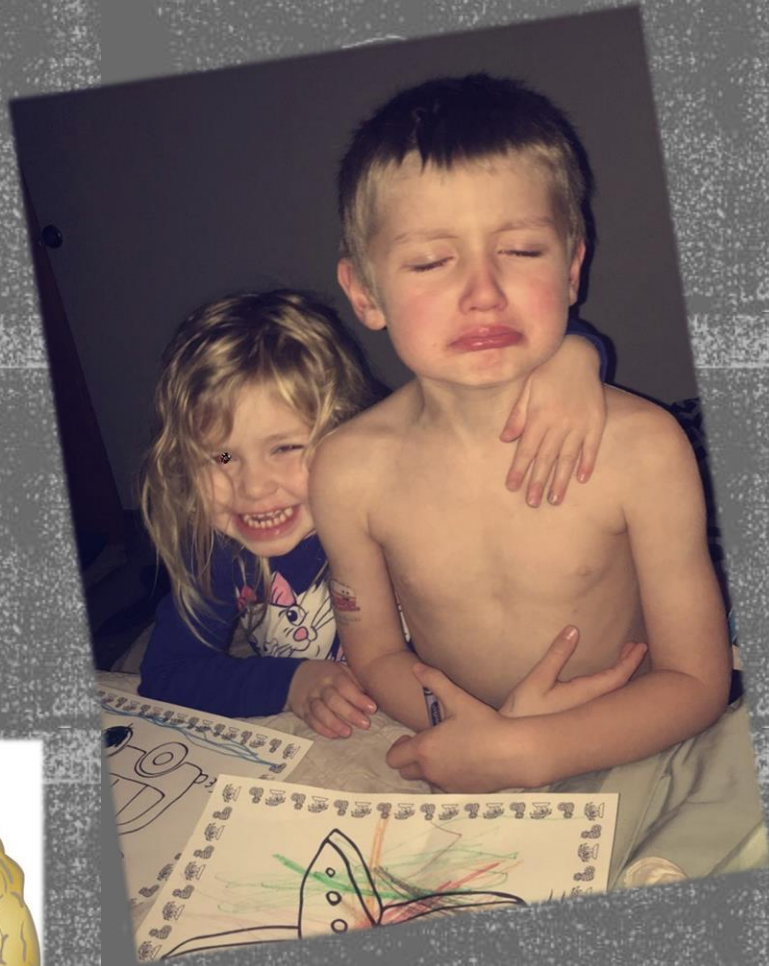


EMPATHY



ATTITUDE





LACK OF EMOTIONAL INTELLIGENCE

Argumentative

Lack empathy

Others are over-sensitive

Blame

Avoid emotionally-charged situations

Sudden emotional outbursts

Difficulty maintaining friendships





PUTTING IT INTO PRACTICE

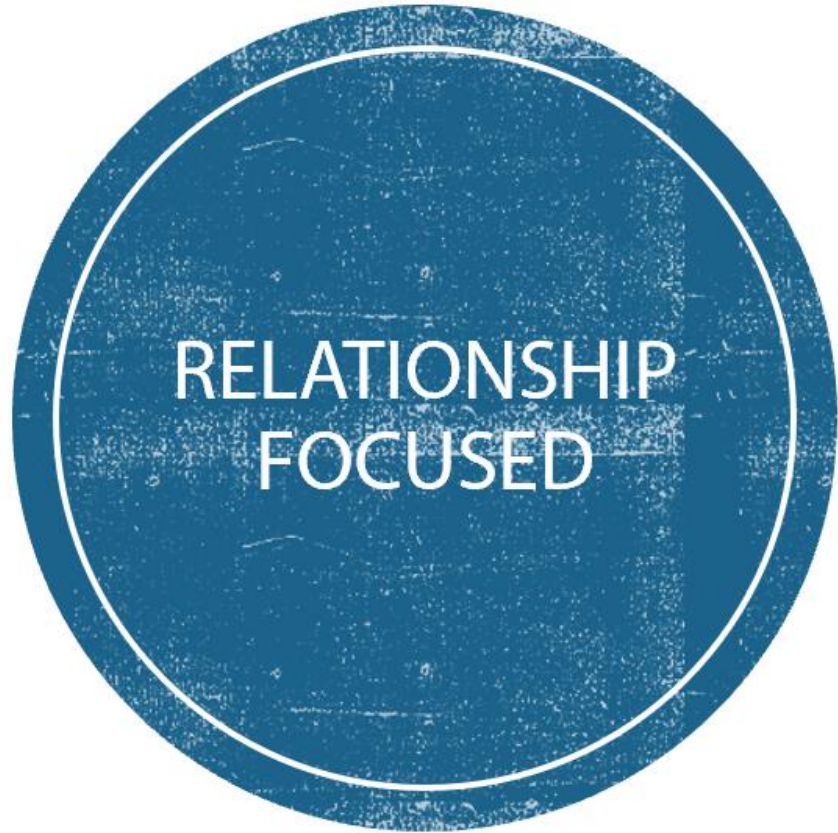
Deep breath

Rice Krispies AND milk

Calm & Infectious

Alternative Solution and Outcome





Collaborative

Aligned Vision

Communicate Better

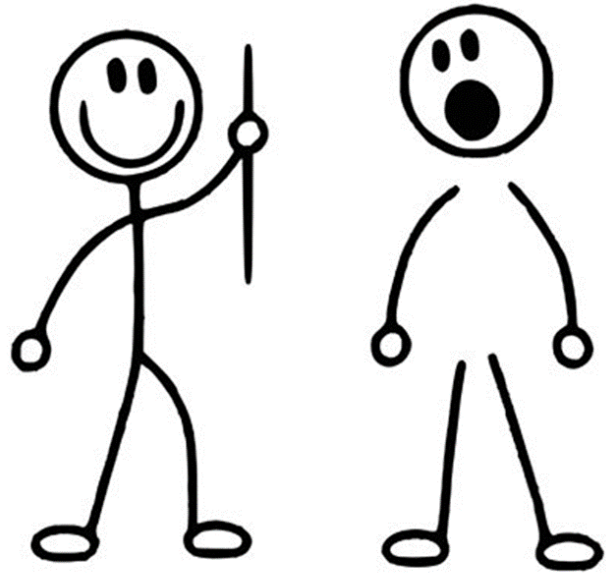




HONESTY GOES A LONG WAY

- Accountable
- Integrity
- Trust

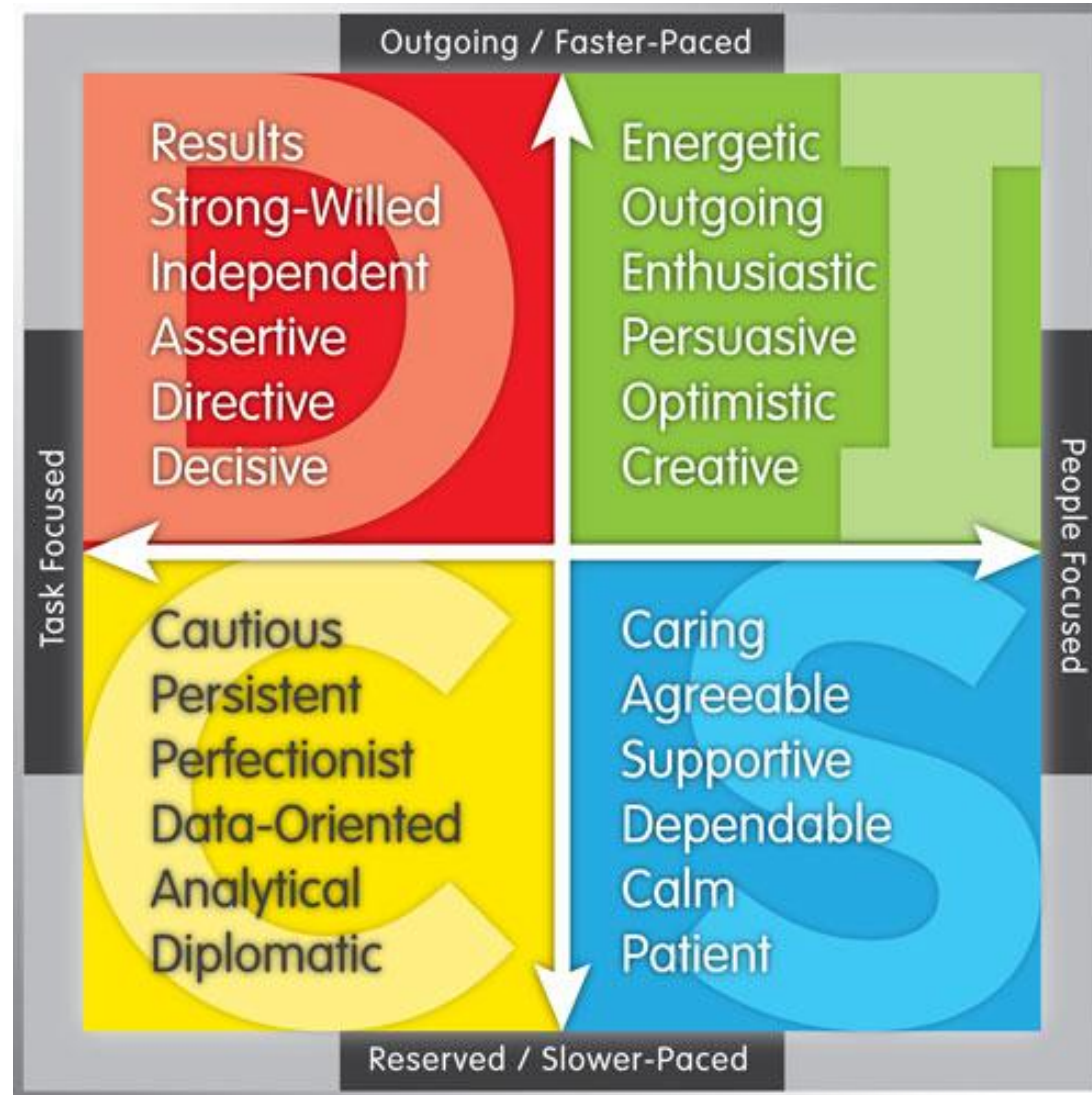




don't worry...
i've got your back

ULTIMATE
RELATIONSHIP
GOAL





STAY POSITIVE

Only YOU can control your attitude

Opting for positivity is energizing

Open to new opportunities &
experiences

Challenge irrational thoughts



**Don't look at
me in that tone
of voice**



Who's still with us?

A

Yep, that's me!

B

Sure.

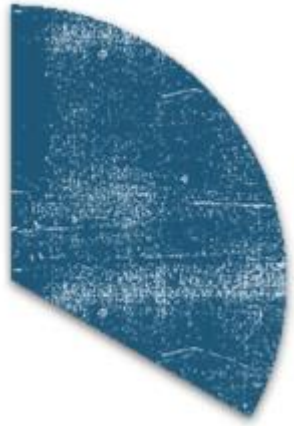
C

Where am I, again?

D

ZZZZzzzzzzzz.....





EFFECTIVE LISTENING TO BE THOROUGH



EFFECTIVE LISTENING

- A forgotten skill
- 25% - it's a fact
- Most used communication skill
- Least amount of training



“Most people do not **listen with the intent to understand;**



they **listen with the intent** to reply.”

**LISTEN
UP!**

Empathize
Attentive & Relaxed
Open Mind & Poker Face



FOCUS ON WHAT THE CUSTOMER NEEDS

Solutions

Control

Friendliness

Options

Understanding

Information

Fairness





RUN TOWARDS COMPLAINTS

- “If I didn’t care, I wouldn’t complain.”
- A customer who complains is willing to stay.
- Reveal areas that need improvement.
- Keep an open mind.





SERVICE AND SALES MINDSET



My comfort level with selling, upselling and cross-selling is:

A

I do not like green eggs and ham.
I do not like them, Sam-I-Am.

B

I'm not really sure where to start...

C

Teach me sensei.

D

I could sell a ketchup popsicle to a woman in white gloves.





SERVICE MINDSET

*...And he can fire everybody
“ in the company from the
chairman on down, simply by
spending his money
somewhere else. ”*

- Sam

Walmart





62
%



60
%



BOSS, NOT CUSTOMER

Stopped doing
business

Higher expectations

Pay more



TEACHING YOUR "BOSS"

Reduces Complaints

Talk "with" and not just "to"

Get to know them



TYPES OF NEGOTIATORS

Analyst – Bill Belichick



Accommodator – Pete Carroll



Assertive – Jim Harbaugh





Identify your favorites

And be prepared to sell them!

Good sellers can answer "Why"

Helping – not selling

Listen more than talk



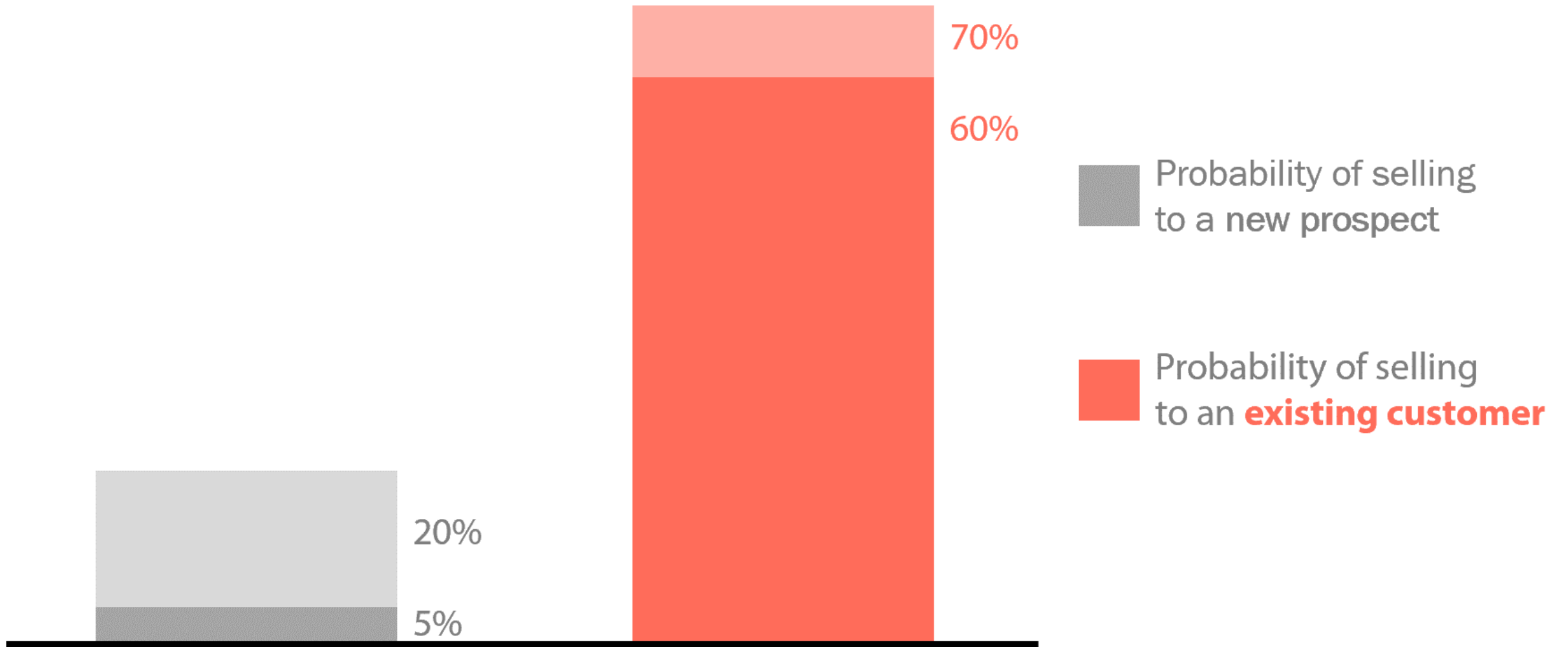
RECOGNIZE, REMEMBER, OFFER RELEVANT RECOMMENDATIONS:

Consumers are more likely to buy from a retailer (online, offline) that...



PERSONALIZE
YOUR
RECOMMENDATIO
N





Upselling is persuading the customer to upgrade their product or buy a more expensive version of it.

Upselling

VS.

Cross-selling is suggesting other relevant products people can try.

Cross-selling




Frequently bought together



Total price: **\$60.46**

Add all three to Cart

Add all three to List

i These items are shipped from 

- ✓ **This item:** Jet Puffed Marshmallows (16oz Bag, Pack of 12) **\$23.88** (\$0.12 / Ounce)
- ✓ **HERSHEY'S** Milk Chocolate Candy Bars, 1.55-oz. Bars, 36 Count **\$19.98** (\$0.36 / Ounce)
- ✓ **Nabisco Honey Maid** Graham Crackers, Honey 4-14.4oz **\$16.60** (\$1.15 / Ounce)





Upgrades

Product Protection

Customization

Extended Service

Period
Bundles



EXPERIENCE vs SERVICE

- Experience - Proactive
- Service – Reactive
- Want the same things
- To be taken care of
- Technology
- Demanding
- Problems resolved faster



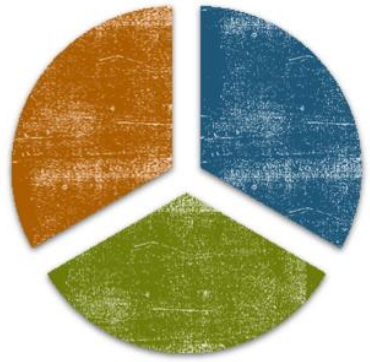
CUSTOMER RETENTION - THE ULTIMATE GOAL

The average business loses about 20% of its customer base per year.

Increasing customer retention by 5% increases **profits** by **25-95%**.


Fast Response to inquiries or complaints are the **most important** element of the ideal Customer Experience to **47% of customers**.





**PUTTING IT ALL
TOGETHER**





Emotional
Intelligence
&
Relationships

Accountable

Attitude

Professionalism

Level of
Commitment



BEST

BETTER

Acquire new skills

Open to change

GOOD

Curious

Embrace opportunities

Open-minded



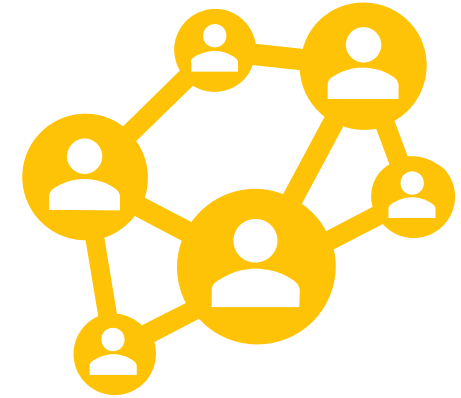
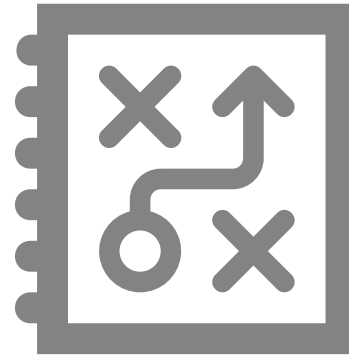
Effective
Listening

Practice Empathy

Run towards
complaints

Keep an open mind

Solutions



BRING SOLUTIONS





Customer is Boss

Embrace Products &
Services

Always offer the sell

Help provide an Experience



Thank You
THE GARDEN BAR & BISTRO
1000 10TH AVENUE

Thank You

OTHER THINGS YOUR MANAGER DOESN'T ALWAYS GET TO TELL YOU:

You're doing a good job – keep up the good work.

I trust you.

Thank you.

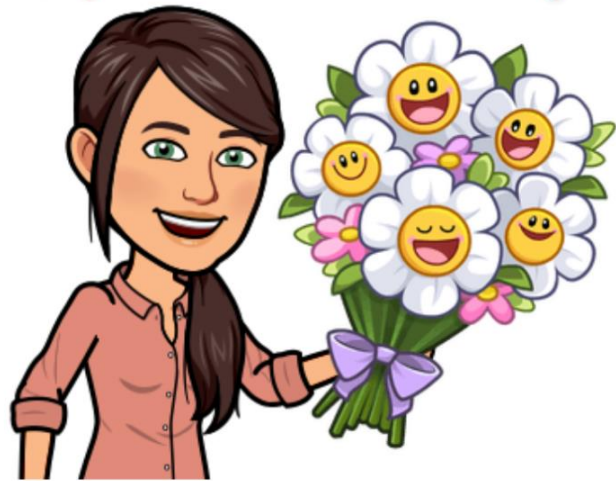
I don't know.

I need a backup person.

You've got this!



THANK YOU!



That was fun,
let's do it again
sometime 😊

