

# MAGICAL MOMENTS: CREATE THEM AND YOU'LL SHINE

How communication, active listening, and a helpful attitude in sales enhance your customer's experience



Every day, you have the opportunity to create magical moments that will serve you well. They'll mark you as a rising star as you earn the respect of your customers, coworkers, and managers. In the process, you could also be promoted and earn more money.

To create magical moments, you must be aware of everyone you communicate with and what their needs are. The first magical words you should speak to a customer should be these: "How can I help you?" The first magical words you should speak to a coworker should be these: "Can I help?"

Those words will open a conversation with and form a connection to the person with whom you're speaking. The next step is to listen actively, which will help you identify what you can do to meet their needs.

Let's look at your customers first. If they have a request – "Where are your snowblowers located?" – don't just point. Smile and introduce yourself as you walk the customer to the location. This tells your customers they are important to you, and it gives you the opportunity to form a connection as you walk to your destination.

If a customer has a complaint, you have another opportunity to shine. Listen to what the customer has to say. Apologize for the problem,

even if you didn't create the situation, and be empathetic. Give the customer your total attention. Ask them for suggestions on how you can solve their problem, then offer alternative suggestions they might not have considered. Be calm, compassionate, and considerate when dealing with customers who complain. Give them the kind of treatment and service you'd like to receive in their situation.

Now let's look at how you can create magic moments with your coworkers. Be a team player. Ask them if they need help and what you can do for them. In the process, be careful not to insinuate that they aren't capable of doing what needs to be done. Rather, you might say, "I've got some extra time on my hands, is there anything I can do to help you?"

Your coworkers will appreciate the offer, and your managers will notice your positive attitude and helpfulness. In the process, you'll earn the respect of both groups.

Keep your promises. When your customers and coworkers can depend on you to deliver what you promise, you'll earn their confidence and trust. If you say you'll complete a task in three days, do it. Better yet, complete it in two days. If you're dealing with a customer who has a complaint or needs information that isn't readily available, tell them when you'll have it, then share it as quickly as possible.

Speed is also critical to providing great service, whether you're dealing with a customer complaint or helping a coworker. But never sacrifice quality for speed. No matter what you do, or who you do it for, make service your priority.

Continuously look for ways to create magical moments. And remember this: magical moments should always begin with a smile.

For more information on John Tschohl and the Service Quality Institute, visit [www.customer-service.com](http://www.customer-service.com).

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