



Value. Revenue. Growth. Partners.

# **CUSTOMER SERVICE SULPHOD SALES TEAM**

**16<sup>th</sup> July 2025**



## How to Effectively Manage Time

### 5Ps

- Prioritize
- Plan
- Prepare
- Pace
- Persist



# “Having you started eating the frog”



The eat the frog strategy is a **prioritization and productivity** method used to help people identify difficult tasks. The idea is that you identify one challenging task (the frog) and complete the task first thing in the morning (eating it).

# PLANNED CALL



# Structured Call

Planning and Preparation



**PLAN**

Sales Driver Check

Review of Objectives

Presentation

Close

Activation



**DO**

Administration

Evaluation



**REVIEW**

# Exercise

- What is your favourite restaurant/ eating place?
- What do you love about that place?
- What would you change about that place?

# What is a **customer**? Definition, types and categories



# Who is a Customer?



**Customer (sometimes known as a client, buyer, or purchaser)**  
is the recipient of a good, service, product or an idea - obtained from a seller, vendor or supplier via a financial transaction or exchange for money or some other valuable consideration.

## **Customer vs. Consumer**

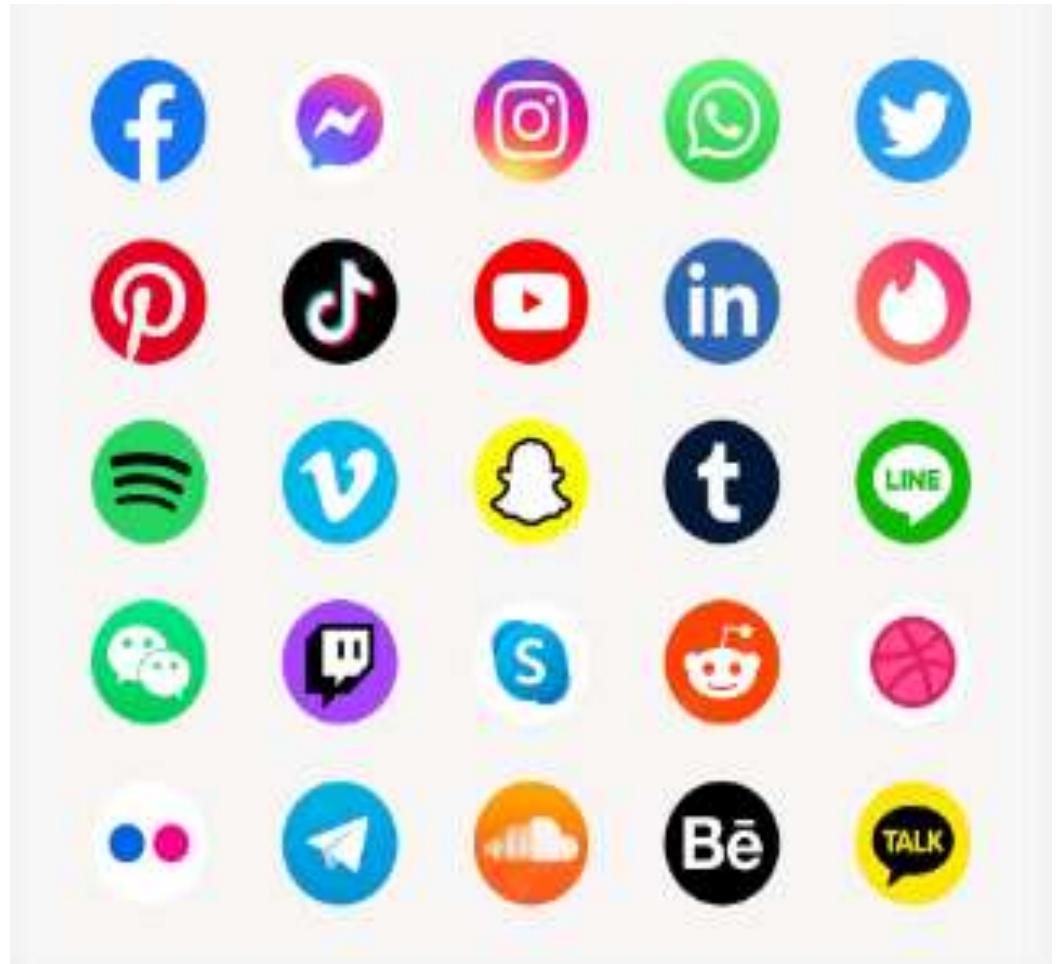
A customer is a person or company who purchases goods and services. A customer becomes a consumer when he or she uses the goods or services.

# Types of customers



# Characteristics of today's customer

1. Customers are very well informed.
2. Customers look for solutions
3. Customers are social beings
4. Customers stay connected



The Worst  
Experience...



# Facts about Customers

- The customer is the business' biggest asset.
- The customer's payment becomes part of our salaries, wages and bonuses
- There is no profit , no growth, no jobs without the customer
- The customer will go where He/ She receives the best attention



# Facts about Customers

- A typically dissatisfied customer will tell 8-10 people about their problem
- 7 out of 10 complaining customers will do business with you again if you resolve the complain in their favour
- If you resolve a complain on the spot, 95% will do business with you again

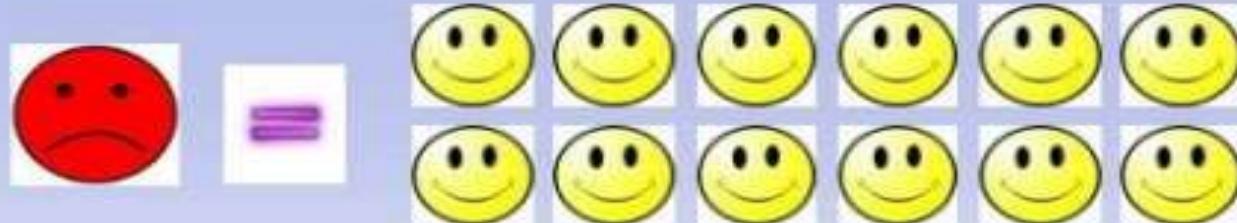


## Did you know.....

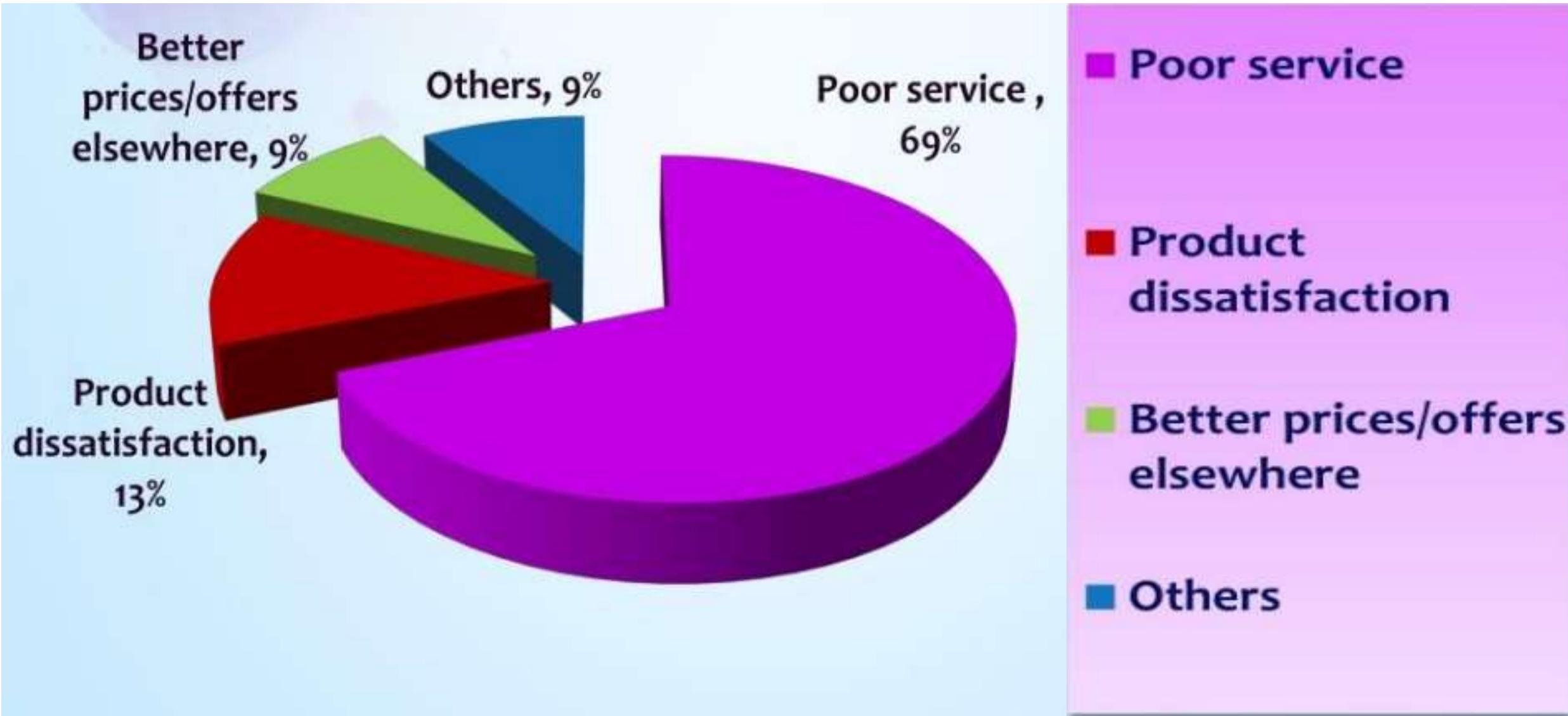
5 – 20% → Probability of selling to a  
**new prospect**

60 – 70% → Probability of selling to an  
**existing customer**

It takes 12 positive experiences to make up for  
one unresolved negative experience.



# Why do customers leave?





**"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."**

**- Mahatma Gandhi**

# Common Excuses for Service Lapses

- I dont have enough time
- I dont get paid enough to be nice
- Every customer is totally irate today
- I am having a bad day
- I am always too busy
- I cant deal with people who dont show me respect
- How can I do a good job if the other departments do not provide the back up we need?

# Emotions Hold The Key To Customer Experience



**Customers have many different interactions with a brand**



**Interactions that influence emotion become memorable**

Positive and negative emotions drive a customer's experience

## Positive emotions



Appreciated  
Confident  
Respected

## Negative emotions



Annoyed  
Disappointed  
Frustrated

# Qualities Important to Customers

- ✓ Accuracy
- ✓ Friendliness
- ✓ Timeliness
- ✓ Efficiency
- ✓ Courtesy
- ✓ Honesty



# Customer Interaction points



# Customer Experience

Sum of all interactions in different places, via different channels, and over time.

How customers feel about your business or agency.

## Customer Service

At a specific time, place, and channel. It's the help you get. It's reactive.

## CUSTOMER EXPERIENCE

## CUSTOMER SERVICE

**VS**

- Proactive
- Cross-functional
- Feelings-oriented
- Attracts + Retains
- Across the customer journey
- Defines the customer's entire perception of the company

- Keeps customers returning
- Benefits customer and company

- Reactive
- Single functional
- Single point in time
- Problem-oriented
- Resolving existing customer needs
- Delivery of a service before, during and post-purchase

# What is the Customer Interaction cycle (CIC)?

- A reliable memorable 4 stage process for working through customer interactions



# Customer Interaction Cycle (CIC)



# BENEFITS OF CIC



# STAGE 1: RECEIVING



## *BE READY*

What is it

- Anticipating customers needs and preparing to meet those needs

How to do it

- Prepare yourself to meet those needs:
  - Physically
  - Emotionally
  - Having the appropriate information

# **STAGE 1: RECEIVING**

## ***WELCOME***

What is it

- Greeting the customer- signaling you are interested and ready to respond

How to do it

- Show interest through positive verbal language:
  - Body language-put on a smile
  - tone of voice
  - verbal language

# STAGE 2: Understanding

## *LISTENING FOR FEELINGS AND FACTS*

What is it

- Hearing and remembering the feelings and facts that customers express- concentrating on what the customers are saying

How to do it

- Resist distractions
- Suspend judgement
- Identify the customer's feelings and facts
- Remember what the customer says



# 7 KEY ACTIVE LISTENING SKILLS



1. Be attentive.



2. Ask open-ended  
questions.



6. Be attuned  
to and  
reflect feelings.



4. Request  
clarification.



5. Paraphrase.



7. Summarize.

## STAGE 2: Understanding



### *ASK QUESTIONS*

What is it

Using effective questions to help understand your customers'

How to do it

- Know what information you need and what kind of questions to ask to get it
- use the right type of question at the right time in order to get the best information in the shortest possible time
- Ask questions in a concerned, empathetic tone of voice

## **STAGE 2: Understanding**

### ***RESTATE FEELINGS AND FACTS***

What is it

- showing customers that you have heard them and that you understand

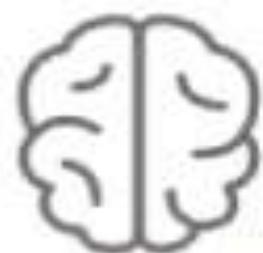
How to do it

- Identify and acknowledge customers' feelings and facts
- summarise the facts
- Reaffirm these facts

# Emotions Hold The Key To Customer Experience & Loyalty



Customers have many different interactions with a brand



Interactions that influence emotion become memorable



Memorable experiences shape relationships



Relationships drive business outcomes

# STAGE 3: Helping

## ***OFFER INFORMATION AND OPTIONS***

What is it

- Explain to customers the solutions that best meet or exceed their expectations

How to do it

- Understanding why its important to your customer
- Be knowledgeable about the agventure products and services
- Develop options that best meet the customers need



# STAGE 3: Helping

## *SET EXPECTATIONS*

What is it

- Involve the customer in making the decisions on the best solution for their needs

How to do it

- Be clear about what you and cannot do
- Focus on the positive- what you can do
- Link the options you present to what is important to the customer



# STAGE 3: Helping

## *GET AGREEMENT*

What is it

- Be clear with customers on the specific details of what has been decided

How to do it

- Summarise what you as the service provider will do
- Summarise what the customer will do
- Ask a closed- ended question to confirm agreement
- Listen for the customer's approval



# STAGE 4: Keeping

What is it

- Ending your customer interaction on a positive note and building a bridge to future business with your customer

How to do it

- Check for satisfaction
- Thank them
- Bridge link to future business opportunities
- Follow up: make sure what you promised your customers is what they received

# STAGE 4: Keeping



# Experience Matters For Loyalty

## Forrester's CX Index



## Emotionally Engaged Customers Are:

**3x** more likely to recommend

**3x** more likely to re-purchase

**44%** rarely or never shop around

**33%** would need a discount of over 20% before they would defect

**63%** are likely to forgive a company's mistakes

# Difference Between Customer Retention and Customer loyalty

## Customer Retention

- Heart icon Keep existing customers engaged
- Heart icon Provide quality products and services
- Heart icon Offer excellent customer service
- Heart icon Consistently meet customer expectations
- Heart icon Implement strategies to minimize customer churn

## Customer Loyalty

- Heart icon Develop strong emotional connections with customers
- Heart icon Provide personalized customer experiences
- Heart icon Establish trust and credibility
- Heart icon Create loyalty programs and reward systems