

**Customer Service 101**  
**(taken from *Knock Your Socks Off Service*)**  
**(Chapter Nine)**

**Ten Deadly Sins of Customer Service--Would you do business with you?**

**I Don't Know**---#1 reason customers switched to another company or product was because of ignorant sales people. You need to know about your product or if you don't, add four words to this phrase---I don't know, but I'll find out.

**I Don't Care**---Customers want you to care about serving them.

**I Can't Be Bothered**---Actions really do speak louder than words.

**I Don't like You**---Customers are sensitive to attitudes that subtly or overtly say, "You're a nuisance, please go away."

**I Don't Know It All**---When you jump in with a solution or comment before the customer has finished explaining his or her problem or question, that's being pushy.

**You Don't Know Anything**---There are no dumb questions, only dumb answers.

**We Don't Want Your Kind Here**---Prejudice, like customers, comes in all shapes, sizes, ages, colors, ethnicities, educational levels, and any other characteristics you care to name.

**Don't Come Back**---The purpose of serving customers is to convince them to come back again and again.

**I'm Right and You're Wrong**---One of the easiest (and most human) traps to fall into is arguing with a customer over something that really is more a point of personal pride or pique than professional service.

**Hurry Up and Wait**---More than any other variable, time, and the lack of it, is the number one obsession for people today.

- >Make the customer feel heard.
- >Make the customer feel understood.
- >Make the customer feel liked.
- >Make the customer feel respected.
- >Make the customer feel helped.
- >Make the customer feel appreciated and respected.

## Customer Service 102

(taken from *Knock Your Socks Off Service*)

(*Chapter 31*)

### Customers from Hell Are Customers Too

**“There are no bad customers; some are just harder to please than others.”**

**Customers from “Hell” play a simple game---** Their goal is to get under your skin---to provoke you to a counterattack. If you lose control---they win! Don't fight fire with fire!

1. Develop some perspective. Real customers from hell are few and far between.
2. Remember that you are the pro. You know your job, your company, and your product.
3. Be a master of the art of calm. Let the upset and anger wash over you without sticking.

**“If they have a legitimate complaint get on their side.”**