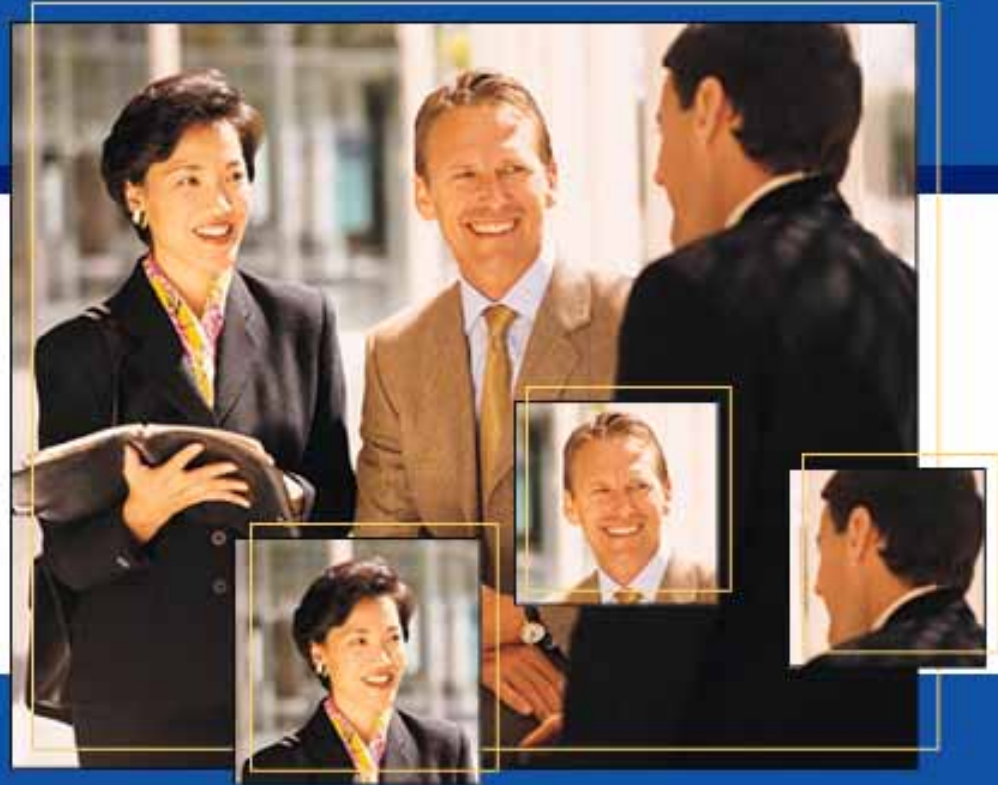


Customer Satisfaction and Retention



Customer Satisfaction and Retention

What You'll Learn

- Why suggestion selling is important
- The rules for effective suggestion selling
- Specialized suggestion selling methods
- The concept of relationship marketing and how it is related to the sales process



Effective Selling

- Maintaining and building a clientele is crucial for future sales
- The actual sale is just the beginning of a relationship with a customer
- To keep customers, it is important to make a good impression, get to know your customers, and provide excellent customer service.



Suggestion Selling

- Selling additional goods or services to the customer
- Don't load customer with unneeded items
- Sell items that will ultimately save the customer time and money.



Benefits of Suggestion Selling

- Salesperson – increases the sale – makes money & the boss likes you.
- Customer – makes a purchase that they wanted or needed anyway.
- Business – increases your profit.



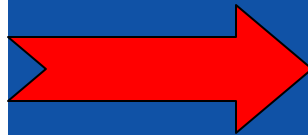
Rules for Suggestion Selling

- Use suggestion selling after the customer has made a commitment to buy, but before payment is made or the order written.
- Make your recommendation from the customer's point of view and give at least one reason for your suggestions.



Rules for Suggestion Selling

- Make the suggestion definite -- don't ask, "Will this be all?" Instead say, "This oil is recommended by the manufacturer."



Rules for Suggestion Selling

- Show the item you are suggesting – “This purse matches your shoes perfectly.”



Rules for Suggestion Selling



- Make the suggestion positive – negative statements show a lack of enthusiasm and confidence.



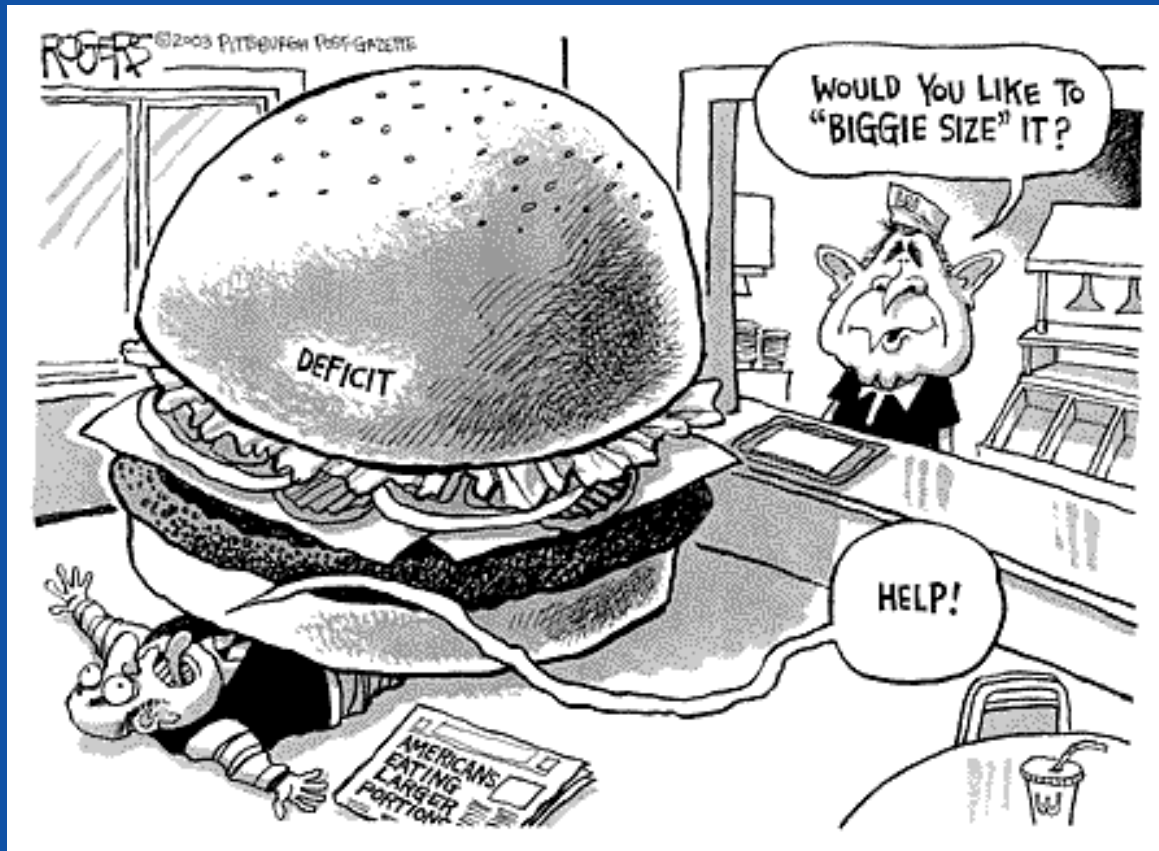
Suggestion Selling Methods

- Offer Related Merchandise
- Sometimes called “Cross-Selling”
- (The easiest method to use)



Suggestion Selling Methods

- Recommending Larger Quantities
- Often referred to as “Up-Selling”



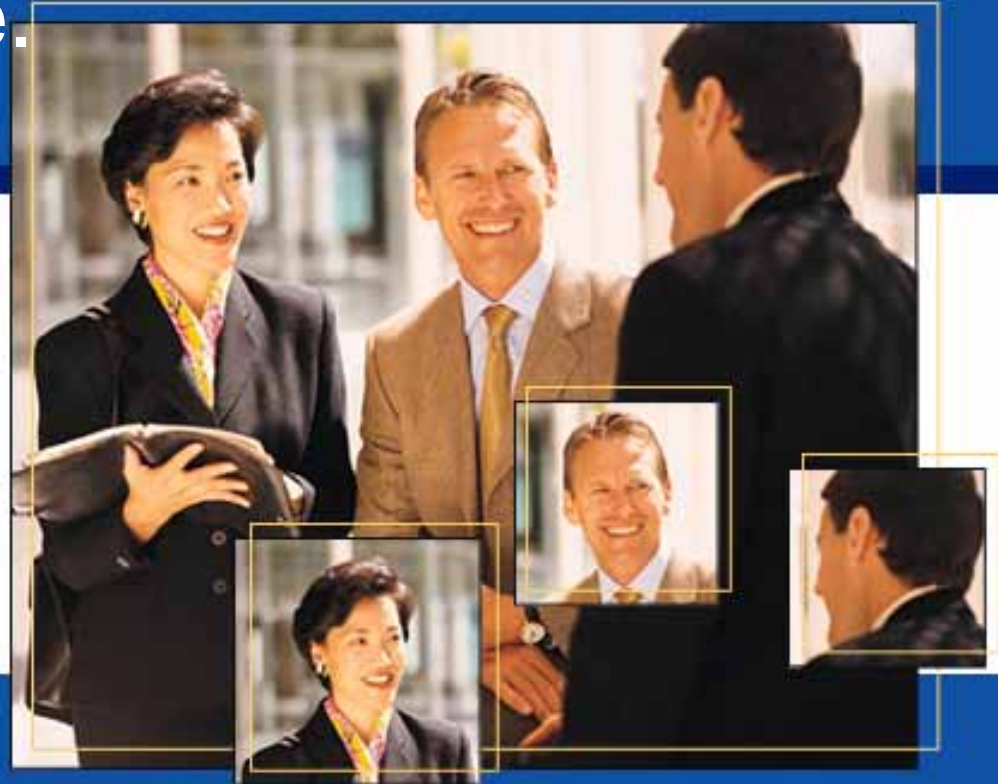
Suggestion Selling Methods

- Calling Attention to Special Sales Opportunities – Inform your customer of the arrival of new merchandise.



Maintaining and Building a Clientele

Making a sale is the first step in maintaining and building a clientele.



After-Sales Activities

- **Order Processing** – Work quickly, leave your business card
- **Departure** – before your customer leaves:
 - Reassure the person of his or her wise choice
 - Remind customer of any special care needed
 - Always thank your customer
 - Invite back into the store or permission to call



After-Sales Activities

Order Fulfillment

- Retail store -- fulfillment is a simple process of the customer paying for merchandise and carrying it away.
- E-Commerce, mail order, or telemarketing sales are more complicated. E-commerce success depends on having the right fulfillment strategies.
 - Order
 - Financial processing (credit card information)
 - Picking the right product
 - Packing it well
 - Shipping according to the customer's preference



After-Sales Activities

- **Follow-Up** – make arrangements to follow through on all promises made
 - Check shipping & delivery dates
 - Phone the customer to see if they are happy
 - Send a thank-you note if appropriate



After-Sales Activities

- Customer Service
 - Some firms have customer service departments
 - Handling complaints is crucial
 - The main goal is customer satisfaction
- Keeping a Client File
 - Immediately after the sale plan for you next encounter with a customer
 - Take notes on you conversation
 - Record preferences such as color, style, and size



- **Evaluation** – sometimes a formal survey or the salesperson informally evaluates.
 - What were the strong points?
 - What did you do wrong?
 - How could you improve?
 - What would you do differently next time?
 - What can you now do to solidify your relationship?



Customer Relationship Management (CRM)

- Involves finding customers and keeping them satisfied.
- Nurtures customer relationships
- Technology plays a role with customized software
- Maintain contact with sales accounts
- Maintain relationships
- Develop customer loyalty
- Offer customer reward programs

