CUSTOMER EXPECTATIONS

14TH OCTOBER

HOSTED BY JASON WALKINGSHAW & EMILE HALL

5 WAY TO MANAGE CUSTOMER EXPECTATIONS

1. Transparent communication
    - Explain the situation as soon as possible and set realistic expectations. You must be proactive.
    - Provide clear timelines.
    - Follow up regularly.
2. Adapt how you communicate
    - They will be looking for greater guidance.
    - More customer centric language vs selling language. Be more compassionate of their situation.
    - Don't be defensive.
3. Be flexible
    - How can you support them in other way: payment terms, greater levels of service.
4. Be Available
    - They may demand more of your time. You need to be there for them.
    - Use Exec team.
    - Prioritise Accounts
5. Other ways to add value
    - What may be low value to you but high value to them.

"86% people pay more for a greater customer service" PWC

CUSTOMER LOYALTY

Reciprocity

We give back the form of behaviour first received

Liking

We say yes more to the people we like – and even more so, if they demonstrate they like us too

Consistency

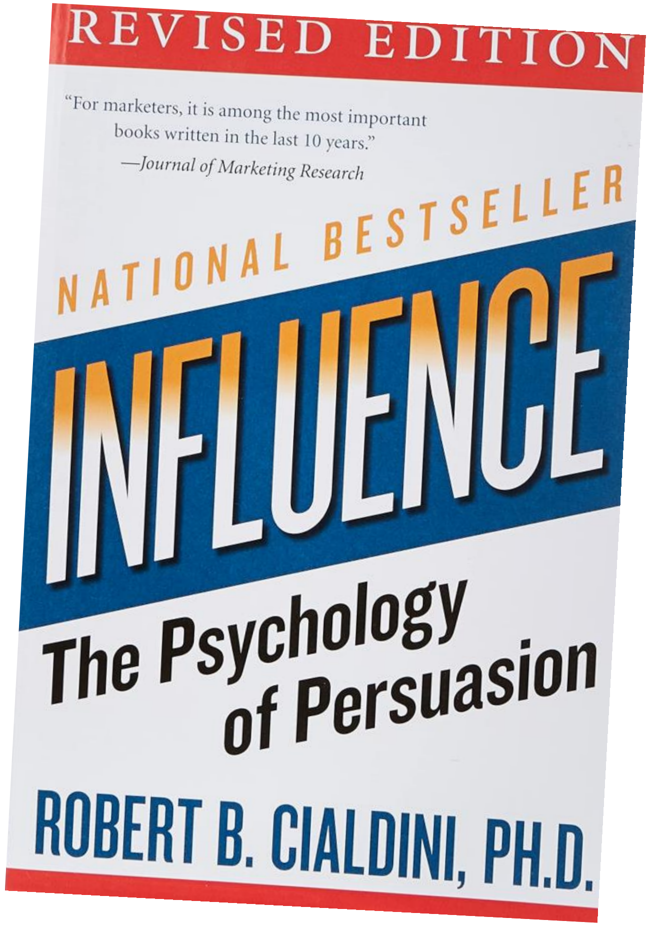
We strive to live up to self-ascribed traits and commitments

Consensus

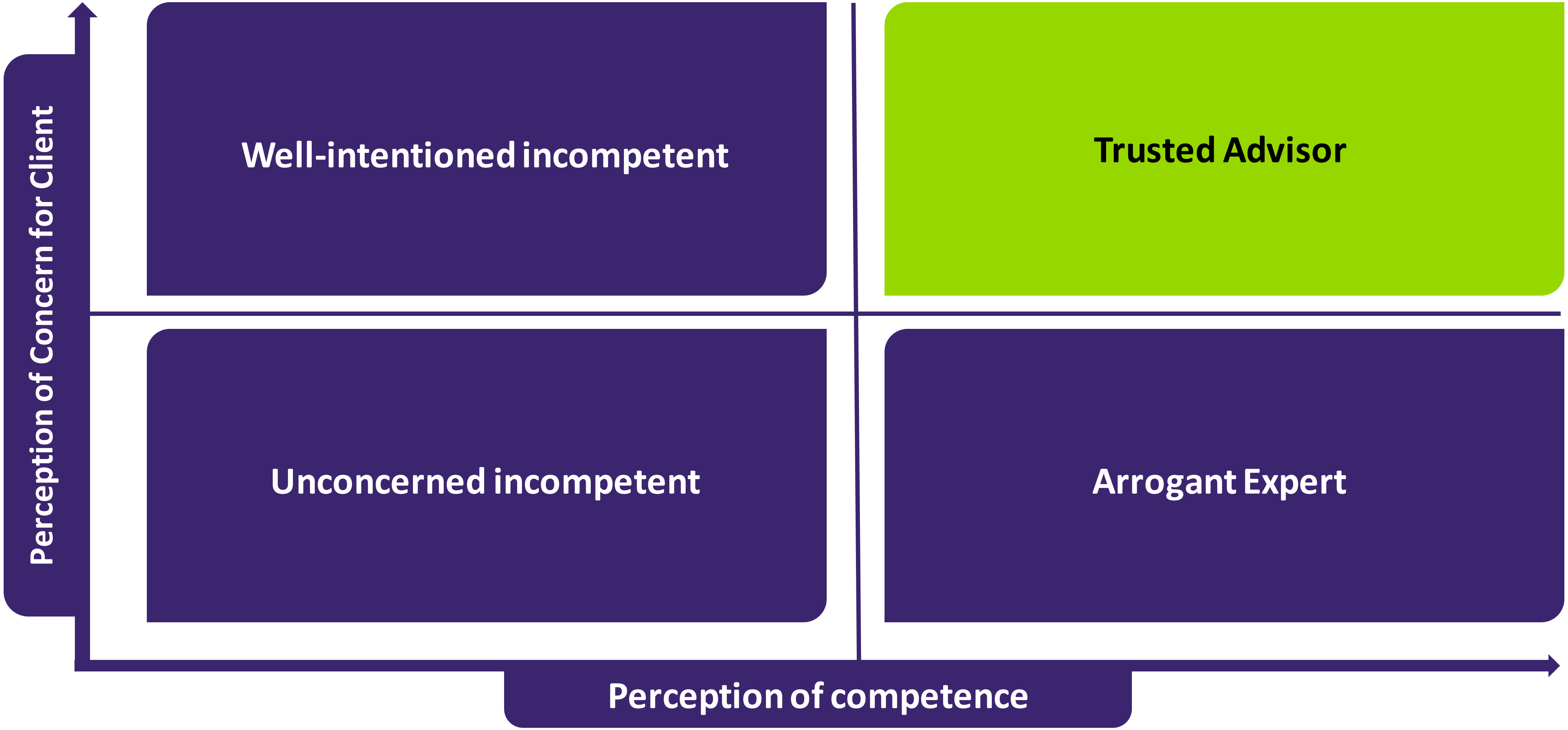
We follow multiple comparable others.

Authority

We follow those we perceive to be credible & knowledgeable



CUSTOMER LOYALTY



SHEET PLANT ASSOCIATION

DEALING WITH UNKNOWN OBJECTIONS

Qualify

Thank them.

Draw it out.

Feel

Empathise.

Felt

Use Specific TPV.

Removing their terminal uniqueness.

Found

Show the solution through TPV.

'What they found was…'

Question

Check in and move on.

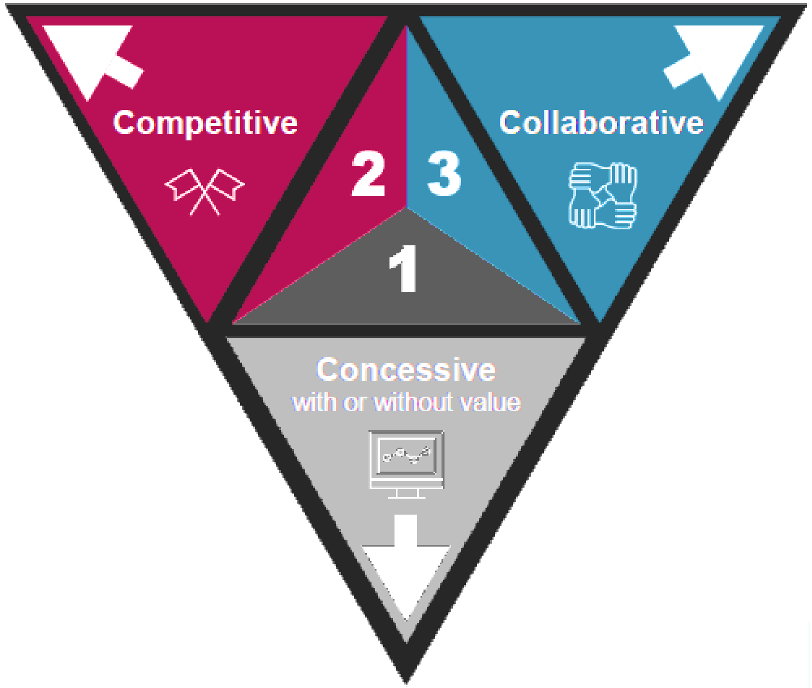
Material originally created by A.Morton & S.Lotherington, updated in conjunction with V.Paske, T.Hillier and J.Adams

NEGOTIATING IN THE MODERN BUSINESS WORLD

- Competitive pricing
- Prestige brand
- Columbo
- Exploiting the relationship
- Sympathy
- Absconding from responsibility
- Good cop / Bad cop
- Positioning
- Cornering
- False deadlines
- Speak to your boss
- Salami strategy
- Fait accompli
- Standard practice
- Complainer strategy
- Interrogator
- Fake withdrawal

NEGOTIATION STYLES

- Collaborative: Win/Win.
- Competitive: Win/lose.
- Concessive: Lose/Win.



KEY PRINCIPLES OF EFFECTIVE NEGOTIATION

- Failing to prepare is preparing to fail.
- Qualification drives negotiation i.e. knowledge is the basis of influence.
- Price sensitivity reduces with desire - A dream is a bargain no matter what you pay for it.
- Don't give, always trade.
- "Splitting the difference" is not negotiation.