

Customer Service & Selling Without Selling

What is outstanding customer service?

Having great knowledge of your products and services

Paying attention and responding to what the customer wants and needs

That the customers visit was worthwhile

Always provide what you promise as a brand

That customers are leaving & wanting to come back

That customers are referring your business to others



Selling Without Selling

Most people don't like the idea of being a sales person, however by knowing your products and services well you can help to listen to what your customers need and offer a solution to meet their needs.

Great customer service forms part of the sales process. If you want to look to increase sales you can also look at up selling opportunities, for instance if someone is buying an outfit are there accessories you can offer to finish the look? This again can be quite a natural follow on without needing to be a hard sale but leading to higher sales and ultimately increased profits

