



FIVE STAR CUSTOMER SERVICE

An Agent's Secret Weapon

2019

Now more than ever, in this “Yelp” society in which we live, you must make customer service a priority.

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Module 1 - The Service Crisis in the Real Estate Industry

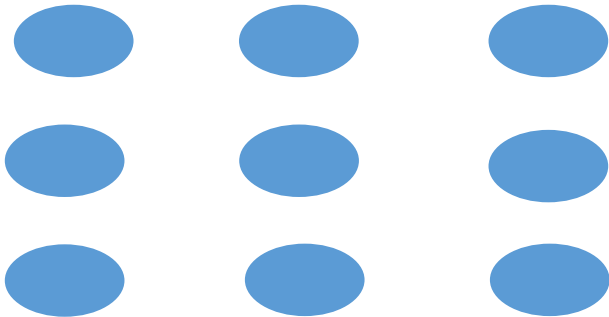
***Influencing Customer Perceptions

Factoids:

- Sales is Out, Service is In
- Consumers have unlimited choices.
- Customer service is easy.
- Customer service is difficult.

EXERCISE

“See things from the customers' perspective.”



Additional Considerations:

- You can serve customers much faster by going slower.
- Prioritize
- Focus on your customer only
- 96% of customers will never tell you what they didn't like

5 Service-Oriented Tips

1. Communicate Availability
2. _____
3. Win Moments of Truth
4. _____
5. _____

Module 1A - Influencing Customer Perceptions

What is the 7 second rule?__

Impressions

- Clean
- Attractive
- Credible
- Knowledgeable
- Responsive
- Helpful
- Understanding
- Courteous
- Confident
- Professional

Decision Possibilities

1. They like you.
2. They dislike you.
3. They're indifferent.

Module 2 - Focusing on the Real Estate Customer

Tip #	Tip	Notes
1	Enhance Your Service Senses	
2	Watch who you recommend.	
3	Avoid Multitasking	
4	Master Communication	

Remember S-O-F-T-E-N

- **Smile**
- **Open Posture**
- **Forward Lean**
- **Territory (4 feet)**
- **Eye Contact**
- **Nod Head**

Module 3 - Handling Complaints

Tip #	Tip	Notes
5	"Stuff Happens" - Take Ownership	

6	Keep Your Cool in Tough Situations	
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Worrisome Words

- Can't
- Can't help you
- You should have
- All we can do
- It's company policy
- You have to

Speaking of Words

Don't Say	Say
Buy	
Cheap	
Contract	
Sign	
Down payment	

Module 4 - Service in a High Tech World

Tip #	Tip	Notes
7	Manage Your Reputation In a Tech Savvy World	
8	Pretend you're being called by your best friend.	

Remember L-A-U-R-A

- Listen to the customer
- Acknowledge their feelings
- Understand their feelings
- Relate to their feelings
- Act to solve the issue

Module 4A - Measure Yourself, Ask for Feedback

Survey Tools

Survey Monkey

SoGoSurvey
Fluid Surveys
Client Heartbeat
Checkbox
QuestionPro

Typeform

Module 5 - What do I, the Consumer, Want from You, The Agent?

First Things First - Be a Great Listener

50-75% of our daily communication time is spent listening

Tip #	Tip	Notes
10	"Stuff Happens" - Take Ownership	
11	Keep Your Cool in Tough Situations	
12	Manage Your Reputation In a Tech Savvy World	
13	Build Customer Loyalty	
14	Express Appreciation	
15	Create a Customer Service Battle Plan	

Listing Presentations

Avoid these mistakes:

- Bringing the “Sales-y” you to the table
- Failing to personalize your presentation
- Showing me an unprofessional presentation
- Not explaining your value proposition
- Failing to provide print collateral
- Neglecting Sellers' Preferences and questions
- Not following up with sellers after your listing presentation

Module 6 - What is Five Star Service Anyway?

Create Your Battle Plan

APPENDIX

Self-Assessment - Be 100% honest.

This will be the starting place for the creation of their battle plan (end of class).

Instructions: Rate Yourself According to where you are now. Make a note of the opportunity to improve your customer service.

	Star Rating	
	This is non-existent in your business or your are not doing this now.	★
	I've done it once or twice.	★★
	I do it sometimes or when I have time.	★★★
	It's my aim to do this but I don't always make it.	★★★★
	I always do it.	★★★★★
Opportunity:	Identify an improvement opportunity.	

CS Objective: I have a system in place to handle all of my customers and I rarely deviate from it. This ensures that all of my clients are treated fairly and get the 5 Star Service that I desire for them.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: For all new clients I provide an email with detailed instructions with, among other items (1) Video from me on what they can expect (2) List of documents I need and by what date (3) What I call a Playbook of what the process is like in the year of 2018, (3) Clarity on certain aspects of the process that have in the past proven to cause problems in the transaction	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I understand that the “little things” matter a lot so I send my clients a handwritten card to express how thankful I am that they chose me as their agent and I send it out 3 days after they sign a contract.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I never multi-task. I know the only way to deliver 5-star service is to avoid it.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I answer the phone with a smile.	1	2	3	4	5
My Current Rating					
CS Opportunity					

(determining needs)

CS Objective: Even if I think I know what customers want, I ask questions that help me figure out what they really need.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I enjoy finding ways to please my customers	1	2	3	4	5
My Current Rating					
CS Opportunity					

(checking results)

CS Objective: I ask customers if there is anything else I can do, even if the transaction is completed.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I always ask customers if they will come back or if they would use our services again.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I ask customers for their opinions on how we can make our service even better.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: When I am listening, I tune out all distractions.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I listen to everything a person has to say before I draw conclusions.	1	2	3	4	5
My Current Rating					
CS Opportunity					

CS Objective: I remain silent to allow others to finish talking.	1	2	3	4	5
My Current Rating					
CS Opportunity					

Your Score					
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