

Raise the Bar.

*WOW* Your  
Customers!

**One telesales  
professional's  
journey to  
success... and  
how you can  
prosper from it too.**

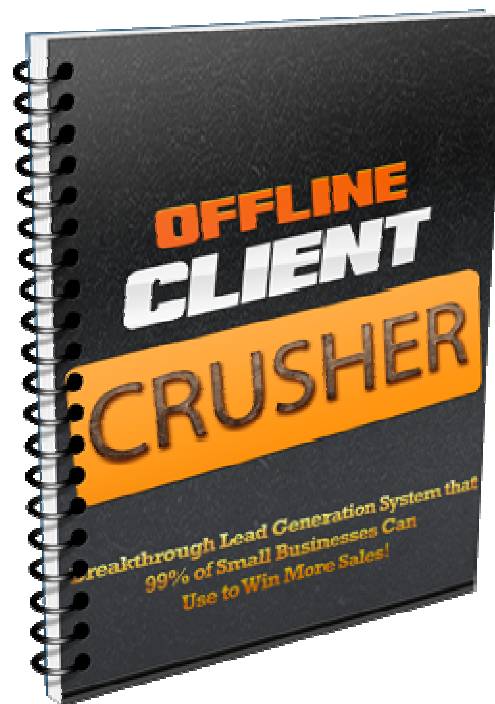
Claudine Waskowycz  
[www.offlineclientcrusher.com](http://www.offlineclientcrusher.com)

# Raise The Bar. Wow Your Customers!

© 2012 [www.offlinrclientcrusher.com](http://www.offlinrclientcrusher.com)

No part of this document may be copied, distributed, or sold without written permission from the owner.

All names and businesses are fictitious and used for illustrative purposes only. Resemblance to any real or fictitious people or organizations is strictly coincidental.



# **Raise The Bar. Wow Your Customers!**

## **Table of Contents**

|                                           |           |
|-------------------------------------------|-----------|
| <b>Introduction .....</b>                 | <b>4</b>  |
| <b>Rule 1.....</b>                        | <b>7</b>  |
| <b>Rule 2.....</b>                        | <b>11</b> |
| <b>Rule 3.....</b>                        | <b>15</b> |
| <b>Rule 4.....</b>                        | <b>20</b> |
| <b>Rule 5.....</b>                        | <b>24</b> |
| <b>The end... or the beginning? .....</b> | <b>25</b> |
| <b>Put it in practice .....</b>           | <b>26</b> |

# **Raise The Bar. Wow Your Customers!**

## **Introduction**

The rain was pounding on the roof of the car in thunderous crashes and the wipers failed to push the cascading water off the windshield. Allen put the gear shift into reverse and started to back his small car out of the space in the parking lot. It was always a delicate procedure to make a maneuver like this. Not that it was unusual in any way but rather that his small car – an economy car from a different era – was long past its prime and didn't like wet weather or going in reverse.

Allen was surprised that he made it successfully and with confidence he threw the gearshift into first gear and the engine surged as the car moved forward. Nearing the exit to the street he splashed through a puddle he hadn't noticed earlier and the car sputtered and came to a dead stop. Turning the key didn't work. The car would have to wait until the weather cleared before he could drive it again. Frustrated, Allen disengaged the gear and stepped out to push his car out of the way.

A suited figure stood nearby and helped Allen move his car into an empty space.

"Do you have a ride coming?" the suited figure asked.

Allen shook his head. "I'll have to walk home."

## **Raise The Bar. Wow Your Customers!**

“Is it far, asked the suit?”

“It’s all the way across town on the East side.” said Allen.

“Here’s my car over here,” said the suit without hesitation, “hop in. I’ll give you a ride.” The car was a high end Mercedes Benz with luxurious appointments and gorgeous detailing. Allen jumped in without hesitation and was in awe at the masterful crafting of the expensive automobile.

“I’m Rick” said the suit, extended his hand once they were both inside.

“I’m Allen,” Allen said. “Thanks for helping me with my car. I keep meaning to buy a new one but can’t afford one at my job.”

“What do you do?” asked Rick.

“I work in this building,” he said pointing at one of the four tall buildings that shared the parking lot. “I’m a salesman for BizSoft’s business software department – which basically means I make calls to grumpy business people who don’t want to hear what I’ve got to say and don’t want to buy the software I’ve got to sell.” Allen paused for a moment then as a joke added, “Maybe I could get a job with your company because you seem to be able to afford a nice car.”

Rick laughed hard for a moment and Allen was almost offended but asked, “What’s so funny?”

“Ask me what I do,” Rick said, still chuckling.

“What do you do?” Allen complied.

“I’m a sales professional for BizSoft,” he said. “I sell the same software you sell to the same types of businesses you sell them to.”

“How come I’ve never seen you before?” Allen asked, skeptically.

## **Raise The Bar. Wow Your Customers!**

“I work out of the Braxton office,” he said, referring to another call center the company owned in a nearby town, “but had to come to this office for the day for some meetings.”

“You’re Rick from the Braxton office? I’ve seen your name on all of the sales matrix charts... you win just about every award our company offers and you make three times what I make in sales commissions. I’ve always envied you. How did you get such golden clients? Your job must be so simple!”

At this, Rick laughed again. “On the contrary, it’s not simple at all and there was a time in my career that I was on the verge of being fired for my lack of sales. If you go back 12 years, you’d see my name on the company matrix but you’d see it at the bottom.”

“You’ve been with the company for 12 years? That’s longer than anyone else I know at BizSoft!” Allen exclaimed.

“It’s really disappointing that we work in an industry that has such high turnover. And 12 years ago I very nearly contributed to the stat by losing my job because of lack of sales.”

“This I have to hear!” laughed Allen. “How a bottom-feeder on the company matrix can climb his way to the top and be a consistent top performer for over a decade at the same telesales job!” Allen was shaking his head. Then he paused for a moment and added, “Actually, I want to know how you did it but more importantly, I want to know how I can do it too!”

“Well, we’ve got a long drive through rush hour so I’ll tell you.”

# **Raise The Bar. Wow Your Customers!**

## **Rule 1**

Rick began: "I do my job with 5 very simple concepts or rules. The first concept is crucial and the other four will follow only if the first one is adopted first. I can say this unequivocally: you won't be successful if you don't make this first concept part of your life."

"What is the concept?" asked Allen.

"When I asked you what you do, do you remember how you responded?"

Allen chuckled, "that's my standard reply. I say, 'I'm a salesman for BizSoft's business software department – which basically means I make calls to grumpy business people who don't want to hear what I've got to say and don't want to buy the software I've got to sell.' It's good for a laugh."

"Do you believe it?" Rick asked. "Is that how you feel about your job?"

"Well, I guess I do believe it; yes, I do feel that way about my job. I suppose it started as a joke but really that has become what my opinion is of my job. What do you tell people you do?"

"I tell people I'm a sales professional and I help businesses improve the way they do business." Rick said.

## **Raise The Bar. Wow Your Customers!**

“Are you sure we work for the same company?” Allen asked, laughing.

“The way you put it sounds good! But even if I just said that, it may make my job sound good but wouldn’t improve how I feel about my job.”

“Then you should quit right now” said Rick. His face was serious. “My first rule is this: **Love what you do**. If you love what you do, your job will be transformed. If you don’t love what you do, and you don’t think it can be improved, then find something else to do.”

“How can you love what you do?” Allen asked. “Making calls and hearing ‘no’ all day long is tough!”

Rick answered quickly: “I don’t feel that I’m a salesman trying to convince people to buy something they don’t want. I approach my job with pride. I’m someone who helps businesses succeed with something they need. It’s an entire mentality change. But you need to love what you do and have a better attitude about it. And the benefits of having that new mindset are tremendous.”

“I can see that,” Allen said as he ran his hand over the Mercedes Benz dashboard.

“The rewards aren’t immediate, but they do come. Loving what you do lets you work harder and longer without tiring. How long did you work today?”

Allen thought for a moment. “I guess I put in 7 hours. I was at the office for 8 but took lunch.”

“Of the 7 hours you put in, how much of that was selling time?”

Allen looked sheepish for a moment. “Well, I don’t usually call before 10 AM because I know my prospects are just getting into work and are probably



## **Raise The Bar. Wow Your Customers!**

busy for the first hour. And I don't call after 3 because I know how I feel after 3 and I don't want to catch people when they feel as sleepy and grumpy as I do at 3 PM."

Rick nodded. "I was just like that: in a 7 hour day, you put in 2 hours before noon and 2 hours after noon of actual selling time. That's 4 hours out of a 7 hour day."

Allen conceded that this was true.

Rick continued, "Loving what you do will change all that. I jump out of bed in the morning and am at work my 8 AM. I rarely leave the office until 6 PM." I take a half hour lunch usually from 1 to 1:30."

Allen did the quick math and said, "So you're at the office for 10 hours and put in a 9 and a half hour day? That doesn't sounds fun."

"It doesn't because you're approaching it with the attitude you have. Now imagine that you got to do something that you loved to do – like a hobby or a sport – and you had the privilege of doing that activity 10 hours a day. Would you?"

Allen nodded and admitted that he would watch sports more than 10 hours a day if he could.

"That's how I feel about what I do," said Rick. "I love it that much and as a result I'm rewarded by it."

"But do you call during those 9 and a half hours?" Allen wanted to know.

## **Raise The Bar. Wow Your Customers!**

“I’m usually ready to start dialing as the clock ticks to 9 AM and my finger dials furiously until about 5:30 PM. For the rest of the time I do paperwork and prep work.”

“I can’t imagine hearing that many ‘no’s in a day” Allen said.

“Again, it’s all in your mind and it’s not nearly as bad as you think.

Remember, your job is not to try and convince everyone in the world to buy BizSoft’s products. I don’t view my job like that. My job is not to pick up the phone and grind people down to say ‘yes’ but rather to pick up the phone and determine if the product I have will fit their needs. I used to get really down on myself with every no, but not any more. I love what I do and I recognize that some people need what I have and other people don’t. The people who say ‘yes’ need what I have and the people who say ‘no’ don’t feel they need it. I don’t let the ‘no’s debilitate me... because the people who say ‘no’ are doing part of my job for me; they’re helping to disqualify themselves from the sale during the prequalification process.”

“Wow, I never thought of it like that before.” Allen said.

“It’s a daily decision. You just get up each day and say to yourself, ‘I love what I do’. As well, find ways to make it work for you. And if it’s impossible to do, quit.

# Raise The Bar. Wow Your Customers!

## Rule 2

“Okay, I promise to start loving my job” said Allen. “It seems so easy when you put it like that. What’s next?”

“The next concept is this: **No one cares about good service.**” Rick said with a smile.

“Now I know you’re kidding,” said Allen, because everyone cares about good service. I struggle near the bottom of the performance matrix and I give good service to my customers. Are you telling me they want me to verbally abuse them instead?”

Rick was laughing. “Of course I don’t mean that! But what I mean will become obvious in a moment. Tell me what good service you give your customers.”

Allen spoke with pride at the good service he provided: “Well, I use their name when I’m talking to them. I’m polite and courteous. When they buy from me I say ‘thank you’. I’m not rude or pushy in any way.”

Rick was nodding. “Yes, those are good things to do. Now tell me, of the things you mentioned, which ones does BizSoft’s competitors do?”

## **Raise The Bar. Wow Your Customers!**

Allen thought for a moment. “I guess they do all of them. The few times when I’ve mystery-shopped them I’ve heard the same things: they use the customer’s name; they are polite and courteous; they aren’t rude.”

“So imagine that your customers were blindfolded and had to choose between two salespeople, you and the competition, based only on the good customer service, which would they choose?” Rick asked.

“I don’t know that they could tell a difference.” Allen admitted.

“That’s part of the problem right there,” said Rick. “That’s why I said that no one cares about good customer service... because everyone gives good customer service. It’s the baseline that people expect when they go shopping and they get it from the Laundromat, from the mechanic, from the investment advisor, and from you AND your competition. Remember this: businesses that provide bad service die. Businesses that provide good service survive. Businesses that provide great service thrive. The same holds true for sales people.”

Allen thought about that for a moment.

Rick continued: “Think about it: imagine that you want to buy shoes so you go to a mall that is made up of 5 shoe stores. You go into the first one to buy shoes and while you’re buying the shoes the clerk is distracted and when he does serve you he is angry and obnoxious. He seems to be in a hurry and doesn’t bother answering your questions. How would you classify that type of service?”

## **Raise The Bar. Wow Your Customers!**

Allen responded: “that’s a ‘no brainer.’ I wouldn’t go back and I’d probably visit another of the shoe stores in the mall.”

Rick nodded. “So the next time you need shoes you go to the next store. They provide what you’ve referred to as good customer service. Compared to the last place the experience is quite pleasant. Then a few months later you want another pair of shoes. This time you go into a third store and try them out and they offer exactly the same kind of good service that the second store offered. You try it again for the fourth, store. They all offer good customer service. You’re so happy because that means you have three stores to choose from so far! Do you think the salespeople in those stores are happy?”

“Probably not, “ said Allen, “because they’re not getting the repeat business.”

“Exactly!” Rick said. “But it doesn’t matter to you because you’re getting the type of service you’d expect to receive. Now imagine you go into the fifth store. Several people rush up to you and greet you. They seem genuinely excited that you’re there and two or three people wait on you. They’re completely focused just on you. They bring you tea. They ask about your family and express interest as you tell them about your wife and kids. They ask you detailed questions about what you will use the shoes for and that helps to narrow down your choices. You tell them that you like to play golf in these so they ask you about your hobby. As you leave, they put another cup of tea in your hand and say your name as you leave. They also hand you some coupons for future shoe purchases for yourself, your family, and a coupon for a golf course nearby.”

## **Raise The Bar. Wow Your Customers!**

“Wow! That sounds like a good shoe store. I actually wish they exist!”

Allen exclaimed.

“Would you go back to the first store... the one that offered bad service?”

“Definitely not.” Allen said.

“Would you even bother going to any of the other stores that offered good customer service?” Rick asked.

“Not likely.” Allen said. “Why would I?”

“Exactly,” Rick said. “But the other stores are convinced that they are doing a great job by offering good customer service.”

Allen’s face lit up: “So no one cares about good service... because they can get it anywhere. What really matters is great service.” Allen said, nodding.

“That’s it exactly,” Rick said. “And it’s rare.”

“What is great customer service, then?” Allen asked. “I mean, I understand what it means in the shoe store example, but what about for us?”

“The rest of my concepts or rules are all centered on giving great customer service.”

Allen responded, “I’m all ears...”

# Raise The Bar. Wow Your Customers!

## Rule 3

Rick went on: "Each of the rules build on the last. Rule 3 builds on rule 2 and is only effective if you make rule 2 part of your life. Rule 2 builds on rule 1 and only works if you make that rule part of your life. Rule 3 is this: **Know your customers.**"

"I've already got you there," said Allen. "I know my customers."

"Do you?" asked Rick. "Tell me, who are your top ten customers?"

Allen squinted for a second. "I don't have them off the top of my head, but if I gave it some thought I could remember them." He paused, then started to list three or four as they came to mind.

"Of the few that you just mentioned, what are the interests and needs of the person on the other end of the line?"

"I guess..." began Allen fishing around for answer, "... I guess they need business software."

"No, they don't." Rick was forceful in his reply. "Try again. Think... what do they need?"

Allen thought for a moment. "I guess they need software to improve their business."

## **Raise The Bar. Wow Your Customers!**

“You’re getting closer, but still not right on. So let me ask you this: why do you work?”

“I have bills to pay and mouths to feed.”

“Okay, so why do you bother paying your bills and feeding your family?”

“I suppose life would be pretty miserable if I didn’t. My power would get cut off, we’d be evicted, and then my family would go hungry.”

“So you don’t work to pay the bills because that’s not the end, it’s just the means. Tell me again why you work.”

“I suppose I work to keep a roof over my head – to be comfortable – and to keep my family happy.” Allen answered.

“Now imagine that you owned a business. Why would you bother owning one?” Rick asked.

“I guess I’d own one to make money; for financial independence” was Allen’s response.

“Do you think it’s any different for the customers and prospects you call on?” Rick answered.

“No, not at all.” Allen said.

“If you were a business owner, is the purpose of owning your business to have business software?” Rick asked.

Allen was starting to catch on: “No, that’s just the means. I guess that’s just one means. The purpose of owning a business is to make a profit.”

Rick nodded. “And how do businesses make a profit?”



## **Raise The Bar. Wow Your Customers!**

Allen knew the answer immediately, “by increasing income or decreasing expenses.”

Rick nodded again. “So now you know something about your clients. What is it that they want?”

Allen was thoughtful for a moment. “I guess they don’t want software. I guess what they want is to earn a profit.”

“So how do you think they feel if you call them up expecting them to take the software off your hands?” Rick asked.

“I guess there’s probably a better approach.”

Rick was nodding again. “And what do you suppose that better approach should be?”

“Well, rather than telling them what BizSoft’s software does... I guess I can tell them about how BizSoft’s software can help them make a profit.”

Rick smiled broadly. “That’s exactly it! Now you’re paying attention to what the customer wants.

“Is that it? That’s the rule? I caught on quick!” Allen said.

“Don’t be so hasty. The rule isn’t just about knowing what their ultimate buying interests are. There are so many more opportunities when you know your customer. Knowing your customer allows you to make a lot of money.”

That last statement caught Allen’s attention.

Rick continued: “When you went to the fifth shoe store in the imaginary shoe mall, what did you like about the service you received in the fifth shoe store?”

## **Raise The Bar. Wow Your Customers!**

“I liked that they took care of me and offered me tea and listened to the things I have to say. In my defense, I may not bring my customers tea but I do listen when they tell me things.”

“I’m sure you do, but what do you do with it?” Rick said.

“Very little, to be honest,” Allen admitted.

“And what did the shoe store do with the things they learned from you?”

Allen thought for a moment before remembering: “After asking me about my family they gave me coupons for footwear for them, and after learning about my interest in golf they gave me a coupon for a local course.”

“Exactly,” said Rick. “Now, it doesn’t always have to be coupons, but that was just one example. Maybe they could have recommended a couple golf courses or offered a free golf book.”

“But I’m sure that the store – even an imaginary one – wouldn’t keep a library of coupons or free books in the back just in case someone happened to like something.” Allen said.

“No,” admitted Rick, “but in general they can choose a few common things for the demographic that shops at their store.”

Allen was quiet for a moment as he was processing it. “So what can I do?”

Rick answered with a question, “How many of your customers are business-owners?”

“All of them.”

“And what needs are common among a majority of business owners?”

## **Raise The Bar. Wow Your Customers!**

“Well, profit was one we’ve already talked about. I suppose hiring good staff is another. Maybe accounts receivable could be a third.” Allen was brainstorming out loud.

“Good. You have a very narrow customer demographic, as do I, which actually makes it even easier than our imaginary shoe store. So what types of things might you do for your business customers based on the need that you know they have?”

“I guess there are a few things I could do... I could give out free books or coupons like the shoe store, but to items that might help my customers do the things that they need to do. I might also recommend a good seminar if I heard one was in town. But these ideas have nothing to do with the software I sell.”

Rick shook his head. “On the contrary, they have everything to do with the software you sell. Remember: you sell business improvement solutions. Yes, it happens to be all software, but if the customer comes to appreciate your efforts at generally improving his or her business, they will think of you as ‘the business improvement specialist’ and not just a sales person. When they think like that, you can sell them many solutions.”

Allen understood. “I won’t have to call them and convince them each time. They’ll hear my voice and know right away that I provide great business-building value.”

“And in some cases,” Rick said, “you won’t have to call at all. They’ll call you!”

# Raise The Bar. Wow Your Customers!

## Rule 4

“Like the other rules,” Rick said, “rule 4 only works effectively if you implement rule 3.”

Allen picked it up right away, “and rule 3 only works if you implement rule 2. And rule 2 only works if you implement rule 1. So what’s rule 4?”

Rick was laughing, “Rule 4 is to always **work hard to make a difference.**”

Allen nodded. “I try to make a difference each day in my customers’ lives. Unfortunately, I feel underappreciated.”

“Do you know why you feel that way?” Rick asked.

Allen hesitated only for a moment then said, “it’s because I haven’t been using the rules that lead up to rule 4.”

“Exactly. Do you think that knowing your customer and acting on that knowledge has value for your customer?”

“It can.” Allen agreed.

“You’re right. But it’s not perfect. Do you know why?” Rick asked.

Allen said he didn’t know.

“Imagine that you’re one of the imaginary shoe stores offering good customer service. You get the odd customer coming in but through your window

## **Raise The Bar. Wow Your Customers!**

you see many customers going in and out of the fifth shoe store. What would you do?"

"I guess I would go into that store and see what they're doing."

"That's right," said Rick. "Every time that we're successful, we pull an opportunity away from our competition. While it may feel nice, you can be sure that several successes in a row will result in your competition heating up. As you raise the bar, your competition will raise the bar!"

"So they'll eventually catch up and start offering great customer service too?"

"In theory, that could happen if you were to start offering great service. However, if you implement rule 4 the competition will never catch up."

Allen was quiet for a moment. Rick was watching him out of the corner of his eye, then he spoke again,

"Tell me why rule 4 keeps the competition at bay." Rick said.

Allen continued to think then said, "I think that if I keep pushing at providing great value – if I work hard at making a difference – then it doesn't matter how high the competition raises the bar, I'll always be higher."

"Good," said Rick. "The competition is always playing catch up. There are a second and third component as well."

"You'll have to give me a hint," said Allen.

"Okay, here's the second component: When you have a new product to offer, how do you feel calling those you have called on before?" Rick asked.

## **Raise The Bar. Wow Your Customers!**

“I feel a little better but still tentative. They may have wanted the last piece of software but may not necessarily want this new one.”

“That’s true,” said Rick, “when you don’t have the trust level built up. But what happens if they completely trust you?”

“I suppose that they would be more open to hearing what I have to offer.”

“And?” pressed Rick.

“I guess they’d even be open to trying some products that they might not normally have wanted.”

“That’s right. The second component to working hard to make a difference is that your customers will be more likely to do repeat business with you because you’ll have proven yourself helpful to them again and again.”

“And the third component of working hard to make a difference?” Allen asked.

“For the third component, I want you to imagine that you’re wearing your new shoes purchased from that imaginary shoe store. Imagine that you’re golfing with some friends. They ask notice your new shoes and ask you about them. What would you say?”

“Well, given the experience I’d had with the shoe store, I’d likely rave about the shoes... and the experience,” said Allen.

“Good,” said Rick. “Now what if a friend just called you up and was talking about going golfing and mentioned that he needed new shoes?”

“I’d mention the store,” said Andy.

## **Raise The Bar. Wow Your Customers!**

“And when your neighbors are complaining about having to buy new shoes for their kids?”

Andy was chuckling at this point, “I’d tell them about the store that gave me coupons for my kid’s shoes when I bought my own pair.”

“Exactly!” said Rick. “Referral business is the best kind of business to get because it costs you nothing except the effort to give great service. And, it’s incredibly effective.”

“So working hard to make a difference is huge,” Allen summed up, “because it keeps me separate from the competition, it helps me get repeat business, and it helps me get referral business. That’s really great. I can see where I’ve been going wrong all this time. We’re nearing my house,” said Allen as he pointed out the turnoff, “can you quickly tell me that last rule you work by?”

# Raise The Bar. Wow Your Customers!

## Rule 5

“Rule 5 is really easy to remember,” said Rick. “It’s this: **Repeat.**”

Allen said he didn’t understand.

Rick continued: “It’s so easy to enjoy some success and want to ride that wave of success for a while. But it won’t last long. You need to make a decision each and every day to follow each rule. And when things get tough – and they will – you need to reaffirm your decision to stick to these rules. The easy way is to go back to making cold calls 4 hours of your day and dreading each and every ‘no’ you get. But where does it get you?” Rick asked rhetorically. “It gets you stuck in a broken down car in the rain. Now, where do these 5 rules get you when you stick to them religiously?”

“They get me in a Mercedes Benz?” ventured Allen.

Rick laughed. “Close. They get you living a life of incredibly high quality because every day is a joy to live... and at the same time, they give you great satisfaction in your job because you’re not a salesperson trying to convince people buy but rather a consultant helping people to choose the thing that might help them the most... and at the same time, you’re increasing your success and enjoying the rewards that come with that success.”



## **Raise The Bar. Wow Your Customers!**

### **The end... or the beginning?**

Allen pointed to a driveway and Rick pulled in. They shook hands and Allen stepped out into the rain and watched as Rick pulled away. The lessons he learned were powerful and even though he had only spent a short car-ride with Rick, he knew that the lessons he learned had the potential to be incredibly effective in his own life.

He entered his house and greeted his family. His wife seemed surprised to see him as happy as he was; it was unusual to see him this happy at this time of day. She asked him the reason for his happiness.

He responded: "The car broke down today. It was the best moment that ever happened to me."

# **Raise The Bar. Wow Your Customers!**

## **Put it in practice**

Rick's 5 rules can be yours, too.

- 1. Love what you do.**
- 2. No one cares about good service.**
- 3. Know your customer.**
- 4. Work hard to make a difference.**
- 5. Repeat.**

Print out the following pages. Review each rule and create an action plan to help you make these things real in your business.

# **Raise The Bar. Wow Your Customers!**

## **1. Love what you do.**

Do you love what you do? What can you do to help you wake up each morning excited to get to work?

---

---

---

---

## **2. No one cares about good service.**

Do you give good service... or great service? Write down some ways that you can turn the good service you give into great service.

---

---

---

---

# **Raise The Bar. Wow Your Customers!**

## **3. Know your customer.**

How well do you know your customer? What specific needs do they have? What are other value-added things you can offer outside of your product line-up?

---

---

---

---

## **4. Work hard to make a difference.**

How can you remind yourself to keep pushing hard to offer great value and great service to your customers?

---

---

---

---

Now... Implement your ideas and

## **5. Repeat.**