

# Customer Service Workbook #5

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Explaining Features & Benefits

# Learning About the Products You Sell

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- Become an expert on what you're selling
- Use the following to rely on:
  - *Labels & packaging*: examples
    - 100% cotton is *fiber content* (ex. Know if clothes will shrink, color fade, or can be put in dryer)
    - Machine wash cold is *care instructions*
    - *Serving size* is servings per bag is 2
    - *Ingredients* is the products contents
    - *Nutritional information* is vitamin, fat, cholesterol, dietary fiber
    - Cosmetics, toiletries, & drugs require a list of ingredients & precautions





Who has any idea what he just said?

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Don't do this to your customer.

# Learning About the Products You Sell

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- *Vendors/suppliers*: product manufacturer offers brochures or videos on products they sell
- Tip: be sure you are “speaking the same language” as your customer. Don’t use technical terms they don’t understand.

# Identifying Product Features

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- Size, color, style, model, composition, function, brand, price
- *Feature*-what the product can do
- \*manufacturer determines feature
  - *Benefit*-what the product can do for the customer
- \*customer determines benefit



# Identifying Product Features

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- Feature: neutral colors: beige, ivory, gray
  - Benefit: goes with everything, doesn't stand out, low maintenance
  - Feature: 10 year warranty
  - Benefit: no charge for repairs for 10 years
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- When a customer becomes dedicated to using your product/service-brand loyal

# Demonstrating Product Features

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- Allow the customers to smell, touch, taste, or operate the product (especially if they don't know how to use it)
- Look for opportunities to let customers experience product or service
  - Food (let taste), appliance (show how to use) furniture (let sit or lie in), cosmetic (give samples)
  - Make sure product is working properly before demonstrating
- Tip: always show products under good lighting (near a window or outside the store is good)



# Explaining How the Customer Will Benefit

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- Before closing a sale- ask if they would like any accessories to go with it
- Customers want products or services to do one or more of the following:
  - Provide for the basic life-sustaining needs
  - Save them time, effort, or money
  - Improve self-image or status
  - Enhance or maintain their other possessions

# Establishing the Perfect Match

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- Match the customer's needs/wants by figuring out what benefits he/she wants
- *Tip: ask questions that begin with who, what, when, where, how, or why so you get an open-ended answer!*

# Responding to Customer Concerns

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- The first step in addressing customer concern is to make sure you understand correctly (ask questions)
- Most objections/concerns can be addressed in 4 ways:
  - Provide more info
  - Remind how product helps their needs
  - Address concerns and give additional info
  - Make it easier to buy
    - Layaway
  - Suggest an alternative
    - Suggest similar products or comparable brands



# Ensuring Customer satisfaction

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- Get as much feedback as possible
- Knowing your goods & services will make you an expert
- To improve the odds of making contact with your customers:
  - Make sure your customers know how to contact you (make sure they know your name)
  - Make sure you know how to contact customers (especially for expensive items & delivered items)
  - Provide customers with an easy way to give you feedback (forms or survey)
    - Creates long lasting relationship
- *Tip: before giving feedback card, write thank you and your name on it*