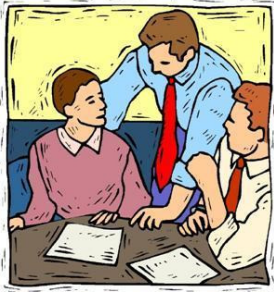


October 22, 2008

## ***The ABCs of Customer Service and Customer Care***

- A. Attitude** – *A positive and good one.*
- B. Better Service** – *Always be aware of ways to improve your service.*
- C. Cooperation** – *Both with the customer and your team.*
- D. Determination** – *Have a “can do” outlook & the perseverance to get any job done.*
- E. Effectiveness** – *Look for the best way to address a problem or perform any activity.*
- F. Friendly Manner** – *Don’t forget to wear a smile, it shows even through the phone.*
- G. Good Products** – *Present a program that best meets their needs, and keep them with your exemplary service!*
- H. Helpful Manner** – *Both with the customer and your team.*
- I. Interest in the Client** – *Be attentive and make them feel special!*
- J. Judicious Decision Making** – *Know your facts and make fair decisions based on those facts.*
- K. Kindness** – *Remember and employs the Golden Rule.*
- L. Loyalty to the Client** – *Loyalty begets loyalty.*
- M. Meet Commitments** – *Do what you say you will do, on time.*
- N. Noting their Concerns and Needs** – *Be empathetic and quick with possible solutions.*
- O. Operating Efficiently** – *Be professional and timely in any task you perform.*
- P. Positive Approach** – *Matters is how you deal with it. You receive what you believe.*
- Q. Quick Response** – *Prompt service and response will keep them.*
- R. Radiate Enthusiasm** – *Believe in yourself and in what you are doing.*
- S. Standards (Very High)** – *Earn more business by deserving the business.*



## ***The ABCs of Customer Service and Customer Care***

- T. Thoroughly Prepared** – *Study to know your products and services.*
- U. Understand** – *Walk in their shoes, how would you feel?*
- V. Value the Client** – *Without them, where would you be?*
- W. Work Hard to Please Your Client** – *They are the reason you're here.*
- X. (E)xceed their Expectations** – *Be innovative and go the "Extra Mile".*
- Y. You're the Key to Your Success** – *You are in charge, and you can make or break yourself in how you deal with customers.*
- Z. Zealous** – *Have an eager interest in your customer and your work.*



### ***There are four things or "keys" every customer needs and wants:***

- 1. Quality**
- 2. Service**
- 3. Satisfaction**
- 4. Appreciation**

Make sure you do your best to consistently provide for those needs and wants for your customer, and the benefits will extend both to *you* and your *customer*.

Do you leave the responsibility for phone contact with your customer by *wrongly* asking them to call you back or do you take the proper initiative and place phone calls to them yourself?

Attitude is the key to job satisfaction, customer satisfaction, and productivity. It is also a matter of choice. Even though you may not be able to control the world or current events, you can control what sort of attitude you have toward them and yourself.

The way you perceive the world directly affects how you see your own life. If you have a good attitude, nothing is insurmountable. But if your attitude leans toward the negative, you'll see any problems along the way as stumbling blocks rather than opportunities.

***"What the mind can conceive and believe it will achieve"*** - Napoleon Hill in Think & Grow Rich

- |  | <b>Always</b>            | <b>Usually</b>           | <b>Seldom</b>            |
|--|--------------------------|--------------------------|--------------------------|
| 1. I try to remain positive                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. I see problems as challenges                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. I like myself and others                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. I "go the extra mile"                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. I enjoy people                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. I'm sensitive to other's needs                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Try to look at situations from all points of view | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. I am results oriented                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. When appropriate, I have a sense of humor         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. I am patient                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. I put the client first                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. I strive to be courteous at all times            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### ***Attitudinal Checklist- The mental "checkup from the neck-up"***

#### **SCORING INSTRUCTIONS:**

Give yourself-

10 points for each check in the "Always" column;  
6 points for the "Usually" column;  
1 point for the "Seldom" column.

If you have 90-100 points, your attitude is a positive asset, and you are productive.

If your score was 80-89, your attitude is generally positive, but may not be consistently so.

If your score is below 80, you may want to reassess your behaviors and make some changes.

#### **MY SCORES:**

Always = 10 Points	Usually = 6 Points	Seldom = 1 Point	Total Points





## **Employee Behavior**

When surveyed by a national publication, customers listed the following behaviors as those they hoped to find in the companies with which they dealt.  
They hope to find employees who were:

***Well-informed  
Empathetic  
Considerate  
Sincere***

***Sociable  
Willing to expose their sense of humor  
Direct, but not rude***

Are these qualities you, too, hope to experience in your own association with the people who serve you?

If everyone followed the Golden Rule, the world would be a better place. Regardless of how the world behaves, though, you could contribute to making the world better by analyzing and improving (where necessary) your attitude and, in turn, your customer service.

Clients are counting on you to be there for them. A successful Mortgage Loan Specialist should have a positive attitude and enough world perspective to realize that treating clients with respect and courtesy only helps that MLS's success. Your businesses and personal success counts on it!

## **Six Ways To Make People Like You**

### **PRINCIPLE 1**

***Become genuinely interested in other people.***

### **PRINCIPLE 2**

***Smile.***

### **PRINCIPLE 3**

***Remember that a person's name is to that person the sweetest and most important sound in any language.***

### **PRINCIPLE 4**

***Be a good listener. Encourage others to talk about themselves.***

### **PRINCIPLE 5**

***Talk in terms of the other person's interests.***

### **PRINCIPLE 6**

***Make the other person feel important- and do it sincerely.***