

How to Improve the Customer Experience Right Away!

NAMM[®] | U



Grow Your Business

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“*100% Satisfied*” is not enough!

Satisfied vs. Loyal

Acceptable vs. Amazing

Better yet, why not strive for

Memorable . . . Magical



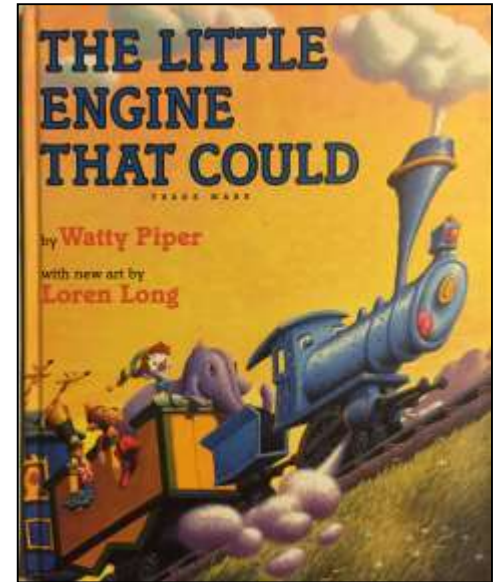


What's your “*WHY?*”

- Rational **vs.** emotional
- Buyer's view **vs.** seller's view
- “Selling” **vs.** “helping to choose”
- Sell your “story”

Stay customer-focused –

- Make each interaction amazing, *magical*







WOW! That was Easy!

Corollary:

They really care about me!

- Lifetime value of each customer
- Default to **“YES”**
- Build and train your
Customer Amazement Team





Listen

- Engage the customer in conversation
- Be likeable, positive, enthusiastic
- Make eye contact
- It's not about you, it's about *them*





Be consistent

- Remember your **“WHY”**
- Go the extra mile
 - What time do you close?
- Recovery is about *restoring customer confidence*





***WOW!** They were so helpful!*

Corollary:

*They really know what
they're doing!!*

- Price isn't everything . . .
I promise!





Create a “*Comfort Zone*”

- Display for the first-time visitor
- Use lots of signage (neat)
- Patient **vs.** pedantic
- Educate **vs.** hard-sell
- Watch the “wait”
- Anticipate questions





Details Matter

- What does this have to do with customer service?
- “Atmosphere” starts at the entrance to your parking lot.
- Say “We care,” not “We don’t care!”





Training is everything.

- Product knowledge “experts”
- Use your “specialists”
- Think “out of the box”
- Default to “yes” – *we can get it*
- Be proactive
- Keep up on your “competimates”





Relate to *all* your customers

- “*Cross-Cultural Selling for Dummies*”
by Michael Soon Lee
- Good question to ask,
“*Where are your ancestors from?*”
- Write out prices
- Have important info in various
languages, e.g. rental info





***WOW!** Something's always going on there!*

Corollary: *They're everywhere!*

They know everyone!

- Partnerships in the community
- Partnerships with NAMM
- Partnerships with publishers, manufacturers
- Be “the place to be”





Go Where Your Customers Are

- Be as convenient as Amazon
- Be available
- Be everywhere

Be an advocacy resource

- Attend the NAMM Fly-In!





Build long-term relationships

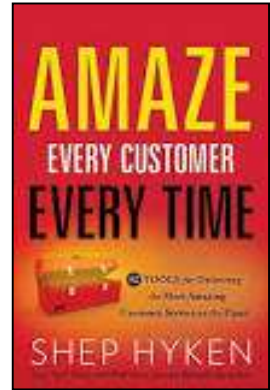
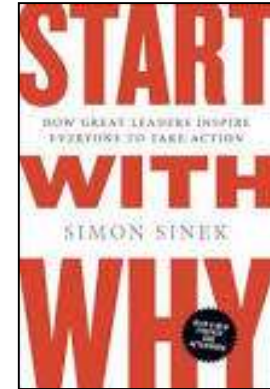
- If all customers want is to buy stuff, they can do it cheaper and more easily on line.
- Give them a *reason* to come to your store . . .
- Be ***amazing!***





Additional Resources:

- Hyken, Shep.
Amaze Every Customer Every Time.
Austin, TX: Greenleaf Pub., 2013.
- Sinek, Simon.
Start With Why.
New York, NY: The Penguin Group, 2009.





Here's my number

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