



# **Building Strong Customer Relationships**



# Objectives

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- Identify five keys to building strong customer relationships:
  1. Building trust and credibility.
  2. Viewing your customer as a partner.
  3. Using good communication.
  4. Making it personal.
  5. Providing outstanding customer service.
- Learn strategies for each of those keys.
- Apply new strategies to real life scenarios.

# 1. Building Trust and Credibility

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- Build trust through expertise.
- Develop a reputation for excellence.
- Focus on your customer's needs.
- Be truthful.
- Take responsibility.
- Follow through.
- Avoid surprises.
- Provide reassurance.

## 2. Viewing Your Customer as a Partner

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- Remember that your customer's goal is your goal.
- Avoid an “Us & Them” mentality.
- Be a collaborator instead of a provider.
- Advocate for your customer.
- Use language that indicates a partnership.
- Celebrate your customer's successes.

# 3. Using Good Communication

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- Listen.
- Stay in touch.
- Keep your customer updated.
- Ask questions.
- Bridge communication gaps.
- Know how customers prefer to hear from you.



# 4. Making It Personal

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Do:

- Remember that each contact is an individual.
- Make your customer feel valued.
- Celebrate your customer's successes.
- Know where you fit in.
- Establish boundaries.

# 4. Making It Personal

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Don't:

- Get too involved in your contact's personal life.
- Make assumptions.
- Sound scripted.

# 5. Providing Outstanding Customer Service

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- Meet and exceed expectations.
- Show your customer that you care.
- Make it right.
- Be your customer's advocate.
- Go the extra mile.
- Use your empowerment.



# 5. Providing Outstanding Customer Service

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- Arrange a good backup.
- Use good manners.
- Have a sense of humor.
- Take care of yourself.



# Review

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1. Building trust and credibility.
2. Viewing your customer as a partner.
3. Using good communication.
4. Making it personal.
5. Providing outstanding customer service.

