

How to Deliver EXCEPTIONAL Customer (Church Attender) Service

Customers (church attenders) are like a box of chocolates ... you never know what you're going to get, so enjoy each one.

Creating a Powerful First Impression

Don't gamble with the 7/11 Rule!!

In 7 seconds of contact, a customer forms 11 impressions about you and your organization ...

- Cleanliness
- Attractiveness
- Credible
- Knowledgeable
- Responsive
- Friendly
- Helpful
- Empathetic
- Courteous
- Confident
- Professional

... And they make one of 3 decisions.

1. Do I trust this person/organization?
2. Are they indifferent to me?
3. Will I think of going somewhere else?

Power Talking: The Words They Love (and Dread) to Hear

Rewarding

New
Easy
Money-saving
Time-saving
Fast
Simple
Safe
Proven
Guarantee
Results
Benefit
Superior
Performance
Preferred
Recommended

Misguided
Foolish
Unfair
Disreputable
Inefficient
Obvious
Intolerable
Impossible
Discredit
Abandon
Neglect
Carelessness
Cheap
Deny
Them/them

Annoying

Pointless
Vague
Exaggerate
Wrong
Useless
Senseless
Inability
Negligence
Unacceptable
Evade
Unworthy
Ruin
Irresponsible
Wasteful
You/your people

Biased
Failure
Weak
Wasteful
Impossible
Misfortune
Unfortunate
Imprecise
Worthless
Must
Must not
Force
Can't
Should
NO

Circle the 5 “rewarding” words you like best. Create sentences and phrases you can consistently use. ADD A NEW PHRASE each week until you’ve mastered the whole list.

LISTENING AWARENESS INVENTORY

To see how effective you think you are in practicing good listening techniques, answer these questions about yourself.

		Almost Always	Usually	Seldom	Never
1	Do you let people finish what they're trying to say before you speak?	4	3	2	1
2	If the person hesitates, do you try to encourage him/her...rather than start your reply?	4	3	2	1
3	Do you withhold judgment about the person's idea until he/she has finished?	4	3	2	1
4	Can you listen fully even though you think you know what he/she is about to say?	4	3	2	1
5	Can you listen nonjudgmentally even if you do not like the person who's talking?	4	3	2	1
6	Do you stop what you're doing and give full attention when listening?	4	3	2	1
7	Do you give the person appropriate eye contact, head nods, and non-verbals to indicate that you're listening?	4	3	2	1
8	Do you listen fully regardless of the speaker's manner of speaking (i.e. grammar, accent, choice of words)?	4	3	2	1
9	Do you question the person to clarify his/her ideas more fully?	4	3	2	1
10	Do you restate/paraphrase what's said and ask if you got it right?	4	3	2	1

TOTAL SCORE

- 36-40 Outstanding Listener
- 30-35 Good Listener – put more effort into attention and suspending judgment
- 26-29 Need work – what pay-off would you get from improving?
- 0-25 Ask if you were really serious about taking this test. What could you gain by improving?