

Chapter 11 Customer Service, by Jill

Follow along with the DVD as Jill sits back and shares some of her tips, strategies, and insight about providing great customer service. (She has MANY years of experience and we are so lucky to learn from her!)

Just like any business, great customer service can build your business and create long term relationships. And poor customer service can spread quickly and steer potential customers away before you've even had a chance to prove yourself.

Jill's tips:

- Treat EVERYONE as a customer. Whether it is a buyer, seller, county employee, co-worker, etc.
- Get to know your customers. (Don't hide - call them in the beginning.)
- Keep an eye on your customers' feedback; make sure they are happy, and quickly address any negative issues or comments.
- It's okay to say "I'm sorry and I made a mistake." Be genuine.
- Take care of the folks that help you. Send treats to the county you work with frequently.

Three ways Jill Builds Trust:

- 1) Meet your customer from "where they come". Mirror them; don't talk in terms they can't understand. Be patient.
 - 2) Answer their questions honestly – and don't be afraid to say "I don't know." Treat your customers how you wish to be treated.
 - 3) Make sure your customers know you are happy and available to help them.
- Be personal, friendly, use their names.
 - Follow through, timeless, and deliver what is promised. Under-promise, over-deliver.
 - What's the difference between sales and customer service? Sales is more the transaction – customer service is all the communication that goes on around the transaction. A great salesperson doesn't make the customer feel like they've

been sold something. The great salesperson only provided them with something they wanted.

Three categories of the typical land customers:

- 1) Seasoned Investors – Easiest, not much communication, very familiar with process. (I build this group through my Platinum Buyer's Club from LandStay.com. They love it and saves me time and money on advertising!)
- 2) Not first time land buyers – May need a little more info than professional investors. As you develop those relationships they may move into your seasoned investor group.
- 3) First Time Land Buyers – Had no idea you could even buy land online, lots of hand holding, be patient and helpful, they might be new - but serious buyers.

****Remember****

For many of your customers you are fulfilling their DREAM of land ownership!