



# THE PATTERN FOR EXCELLENCE

HOW TO CREATE A WORLD  
CLASS CUSTOMER EXPERIENCE

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## BE POSITIVE & CONFIDENT

The interaction should begin with positive energy and confidence. Generate confidence by being prepared and practiced

"Thank you for calling \_\_\_\_\_, this is \_\_\_\_\_, how can I make you smile?"

## LISTEN & CARE

Show your customers you are listening to them and that you care about them before jumping into the logistics of the sale.



"Tell me more about your situation... oh no! that's the worst! I hate to hear your A/C is not working..."

## SAY "YES" & ASK "WHEN"



Customers want to hear you say "yes!" Also, the person who asks the questions controls the conversation.

"Yes, we can definitely help you. When would you like us to come out?"

## BE VALUABLE AND GRATEFUL

It's not about price, it's all about value. You communicate your value to them, and you let them know how valuable they are to you.

"Let me tell you all about our great company and how we work... we appreciate you giving us the opportunity to serve you!"



## THE CUSTOMER

The end goal is to WOW the customer. The WOW experience is that moment when the client recognizes you went above and beyond in how you took care of them. Strive to create a WOW experience in every client interaction!