

## E-LESSON #24: Account Servicing

### MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



Here is a cardinal rule: **NEGLECTED CUSTOMERS CANCEL**. Exemplary client service is now considered normal and it makes a considerable difference, especially in tough economic times.

#### **The purpose of this lesson**

This lesson is all about the new standard of account service and how to turn ordinary clients into loyal, **long-term** partners. Don't you want long-term contracts with your local direct clients? Then, **EARN** them.

#### **What this lesson covers**

E-Lesson #24: **ACCOUNT SERVICING** emphasizes the need to go beyond typical, expected kinds of broadcast client service such as:

- Making production gets handled in a timely and professional manner.
- Making sure orders are entered correctly, with the fairest possible rates and good times.
- Making sure invoices are correct and sent in a timely fashion.
- Making sure that they have access to you, **even after business hours**, if they need you.

E-Lesson #24 stresses the need for **exemplary** client service, the kind of personal attention that makes salespeople stand out as real resources above and beyond the client's other vendors.

#### **How to effectively deliver this lesson**

1. Invite traffic, continuity and production heads to this meeting and ask them to discuss ways that salespeople could help them improve client service. That is, how could we improve our internal processes, such as traffic, billing, production and continuity to make sure we're not victimizing our clients?
2. After non-sales staff leaves the meeting, distribute the General Agenda for E-LESSON #24: **ACCOUNT SERVICING** to your salespeople. Discuss the E-Lesson on **EXEMPLARY** client service.
3. Download the video segment on **ACCOUNT SERVICING**. Make preparations to show the video to the sales staff.
4. Recognize any salespeople on your staff who already practice exemplary client service. Surprise them with a reward of some kind. Tell your staff that you'll start doing this on a regular basis.

5. Recommend that salespeople start asking satisfied customers for testimonial letters for good service.
6. Establish a link between good client service and long-term contracts. If clients perceive salespeople as resources instead of pests, they're more likely to sign a long-term contract.
7. After the discussion, distribute the Worksheet for Salespeople for E-LESSON #24: **ACCOUNT SERVICING**.
8. Give the salespeople 10 minutes to fill out the sheet.
9. Collect all worksheets.
10. Examine all worksheets
11. Make sure that any offers of *exemplary service* that your salespeople extend to their clients are actually EXEMPLARY.
12. Follow up in the next two weeks to make sure that your salespeople were able to meet any *exemplary service* obligations with their clients.
13. Spot-check and make sure that your salespeople are attending client events.
14. Make sure that salespeople are calling and setting up meetings with new local direct clients and always asking for long-term contracts.

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