

Guiding Your Team to Greatness

There is a saying that your biggest market is the one you currently have - most of your sales are likely to be repeat business from existing clients. The reason these clients keep coming back may be partly about what you sell, but chances are that customer service plays a big part. The people you employ can greatly affect the business you do.

You can guide your team to greatness. Here are a few simple steps:

Teach adaptability

Every client is different and this means being flexible. Instil in your team a desire to learn, listen and roll with the punches. Not only is each customer different but so too is every employee. The same adaptability can prove beneficial in the workplace and encourage good relationships amongst co-workers.

Promote work ethic

When no job is too big or too small for your staff, it reflects in their customer service. Clients will appreciate the effort put in to each transaction. Good work ethic in a team is a huge positive - if all cogs in the machine are keen to turn together, you create a great team culture.

Encourage knowledge

Knowledge is power. It's also persuasive when customers see that your team know about your products and services and can explain how they can meet client needs. They should expect nothing less and it's also a great way to build trust, growing the relationship between your business and your clients.

Walk the talk

At the end of the day, you guide your team. Make sure that your team understand what's going on at all times. Demonstrate friendly, professional customer service and clear communication. Show your team how you want them to interact with you, with each other and with your customers.

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