

## SELLING AND CUSTOMER SERVICE Workbook



Discuss what successful growth could mean

### Some Tips for Growing by Selling More

To grow your sales there may be just three options.

1. Find more customers
2. Sell more to existing customers
3. Sell to bigger customers



Tick which you can do and add your own ideas:

<b>I CAN/CAN'T DO THIS</b>	I can do this very well	Can do this well	Can do this but not very	Can't do this
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### 1. Find more customers

Tell more people about your products or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sell where there are more customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A mobile service could help you sell to more customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertise with notices or delivered leaflets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 2. Get existing customers to buy more from you

I CAN/CAN'T DO THIS	I can do this very well	Can do this well	Can do this but not very well	Can't do this
Offer a wider range of goods or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer a special discount off customers next purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the quality of your goods or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce your selling price for customers buying larger quantities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer free samples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer to deliver to customers homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 3. Sell to bigger customers

Work as a Group to produce and sell more together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop consistent quality standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sell to large shops in Towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supply restaurants, hotels, schools, or offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sell to a wholesaler or possibly an exporter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Discuss your good and bad customer service experiences**

**You need to care for your customers and help meet their needs – delight them and they will always be your customers!**

**You want all your customers to say:**

Here are some ways you can take good care of your customers and help build your repeat sales, which are vital to your business sales.

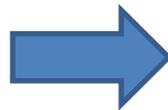


**Tick what you can do to give excellent customer service:**

<b>I CAN/CAN'T DO</b>	I can do this very well	Can do this well	Can do this but not very well	Can't do this
<b>Remember your customer names and greet them with a smile</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Listen to your customers needs and concerns – see if you can help them</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Offer to wrap goods or provide a paper bag</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reply to any complaints quickly and fairly, with money back, credit or replacement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I CAN/CAN'T DO	I can do this very well	Can do this well	Can do this but not very well	Can't do this
If you promise your customers anything – do it!				
Display your products or service effectively				
Make sure any scales you use are accurate				

Honesty in all your dealing is vital to your business success and to your reputation with your customer  
 Great customer service all the time will help you grow!



**Discuss what you can do better to serve your customers**