

# BUILD YOUR BRAND WITH FIVE STAR CUSTOMER SERVICE

## 1. LOYALTY: GROWS FROM THE INSIDE OUT

### Loyalty to Employees

1. Onboarding them with a Hug.
2. Giving them a mentor
3. Teaching them how to grow their career, and earn more.
4. Giving them all the tools to be successful
5. Giving them purpose and meaning.
6. Trusting them.
7. \_\_\_\_\_?

### Loyalty to Clients

1. Onboarding them with a Hug.
2. Keeping an eye out for their property/project.
3. Communicating and educating - the right amount they want and need.
4. Looking for ways to protect their money/investment.
5. Giving them priority over new clients.
6. \_\_\_\_\_?

## 2. DEFINE AND RAISE YOUR STANDARDS

FIVE STAR STANDARDS	C Meh?	B Good	A Distinctive	A+ Singular
1. First Impressions				
2. Speed of sale				
3. Easy to do business with				
4. Onboarding New Client				
5. Taking care of what's important proactively				
6. Keeping clients informed				
7. Providing solutions and inspiration (selling)				
8. Handling unexpected requests timely				
9. Relationships to serve your clients better				
10. Live the brand: Look, speak and act				
11. Continuous improvement from feedback				

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### 3. FOCUS ON *GREEN LIGHT CUSTOMERS*®

% Complainers \_\_\_\_\_?

GREEN \_\_\_\_\_  
YELLOW \_\_\_\_\_  
RED \_\_\_\_\_

Working

1. Reduction of complaints.
2. Increase in revenue per client.
3. Increase satisfaction of employees (and clients).

Not working

1. Shoppers taking up too much time.
2. Lack of effective screening up front.
3. Misplaced marketing/business development efforts.

### 4. CREATE *WHITE SPACE* ON YOUR SCHEDULE

Working

1. Enhancement sales goals are reached.
2. \$/hr is rising.
3. Client retention is high

Not working

1. Only making reactive sales
2. Missing out on sales growth (you just don't know it)
3. Increased stress within operations

Must Do's

1. Over hire
2. Prune the tree (and sell to Green Light Customers® only)
3. Build whitespace and save it for existing customers
4. Managers doing personal daily and weekly planning

## **5. TRACK WINS, LOSSES AND BEHAVIORS**

### **Wins**

1. Client Retention
2. Enhancement Sales
3. 5 Star Reviews
4. Closing Ratio
5. Sales (by salesperson, by service, by month)

### **Losses**

1. Bad Quality Scores
2. Go backs
3. Complaints
4. Attrition

### **Activities**

1. Show up on time every day
2. Accurate and timely paperwork
3. Team work
4. Equipment and vehicle prep