

WHAT TURNS CUSTOMERS OFF?

Are you or your organization guilty of these 12 actions (or inactions)?

APPEARANCES. If your office decor is dated, your customer may wonder whether your recommendations will be behind the times.

UNDERSTANDING CUSTOMER NEEDS. If you're giving a boilerplate sales pitch, your customer may wonder whether your organization really cares about *their* specific needs.

PRIDE. If your emails contain typos, your customer may wonder — if you're too lazy to run spell-check, what other details are being overlooked?

RESPONSIVENESS. If your employee doesn't respond to emails promptly, your customer may wonder if you'll make yourselves available when they have a problem.

RELIABILITY. If your employee is late for meetings, your customer may wonder whether your organization can be trusted to finish the job on time and within budget.

DEPENDABILITY. If your employee cancels a scheduled meeting, your customer may wonder if you value other customers more than you value them.

COMPETENCE. If your salespeople can't answer basic product questions, your customer may wonder — if you hire mediocre people, could your product be any good?

COURTESY. If your employee doesn't know the consumer after all these years, your customer may wonder if you'll take their business for granted.

SECURITY. If your employee's appearance is disheveled and his papers are sloppy, your customer may wonder whether their personal information is safe and secure.

ACCESS. If your employee is impossible to get in touch with *before* the sale, your customer may wonder how they'll be treated *after* the sale.

COMMUNICATION. If your customer learns about a policy change before hearing it *directly* from your employee, they may wonder whether the right hand knows what the left hand is doing.

COMMITMENT. If your organization has excessive turnover, your customer may wonder what your employees know that they don't.



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