

Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH

I am the one

You know me. I'm the one who never complains no matter what kind of service I get.

I guess I just don't think it's worth wasting my energy confronting bad service.

I'm the one who goes into a restaurant and sits for 30 minutes until I get waited on.

The waiter is rude and impatient while I'm deciding what to order. Then, when I get my order it's 25 minutes later and it's wrong.

But I don't complain as I pay my bill.

I'm the one who goes to a store to buy something but I never throw my weight around.

If I get a snooty salesperson who rolls his or her eyes because I want to look at several things before I make up my mind, I'm still polite as can be.

I'm the one who bought a toaster

which burned out in two weeks. I hated taking it back, but I knew it was under warranty.

All the time they were telling me it was my fault.

At that point, I couldn't think of anything to do but leave. It wasn't worth getting into a yelling match over a toaster. I smiled and said, "Thank you. Goodbye."

I'm the one who wouldn't dream of making a scene in public as I've seen others do at times.

But I'll tell you what else I am,

I'm the one who never comes back...

Good service is one thing that costs nothing to give but can cost a lot to your business.

Remember, the customer is king.



Paul Lonsdale
Central City Manager
Business Association

Did You Know?

77 billion corporate emails are sent every working day. By 2012 the number is expected to be around 150 billion.

Ref: Wired (US)

Roads Are More Dangerous Right? In 1931 there were 2.3 million motorcars in Britain and these vehicles caused 7,000 fatalities. By 2006 the number of cars had increased to 33 million but the number of deaths had fallen to 3,150.

Ref: The Times (UK)

2.5 million US children are on prescribed antipsychotic drugs.

Ref: The Guardian (UK)

Product Knowledge: use it appropriately

I cannot stress enough the importance of product knowledge when it comes to making sales. Those who have learned everything they can about the products they sell have a distinct advantage over those who don't. Given the option, customers would choose to talk to the person who knows the most about the product they are considering.

Good product knowledge will help even the most reserved sales assistant. It gives them confidence knowing they have something of value to tell the customer.

Make no mistake about it, in the sales business you had better know your stuff.

Having said all that, I must also

point out that overuse of product knowledge can be a bad thing. How?

Listening is more beneficial than talking, particularly because you need to figure out what your customer needs or wants. You will get your chance to dazzle the customer with your knowledge only if you can keep the customer engaged long enough to start building rapport. Don't blow it early by going on and on about a product your customer may have no interest in.

To figure this out, ask questions and listen carefully to what she is saying then use your knowledge appropriately. Otherwise, it's a waste of your time and theirs. Your time aside, customers today do not feel warm and fuzzy about someone who wastes their time. Don't be that someone.

Always remember that your objective in using product knowledge in the sales process is to procure an immediate or future sale, not to showcase your talents.

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World class street design for a world class city.



CITY MALL - CASHEL

