

# **BECOMING THE GIANT MAGNET IN RETAIL BUSINESS (2 Days)**

**(By Dr. Allen Teh)**

No matter what you sell – products or services or a combination of both, the problems you face as small-businessperson are still the same:

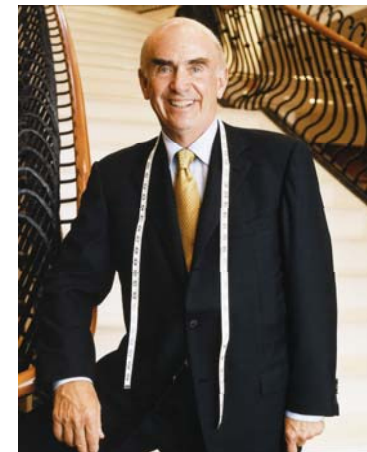
- ? How do I create, market and sell our products or services to the best of my ability?
- ? How do I hire, train and keep the best employees to help us reach this goal?
- ? What is the best way to organise my company so that things run smoothly?
- ? How do I manage the money, the costs, the inventory and the physical and psychological assets that make up our company?

Amidst all these questions comes several important ones:

- ? How do I attract, serve and keep customers?
- ? What do the concepts relating to “service quality” and “customer value” really mean to me and my business?

The only way to survive in this ever-changing service economy is to get customers and keep them. You can offer the best products or services in the world, but if no one comes to you to buy them, you will fail. Or, when customers walk into your shop but choose not to buy because of poor service. Business success – your business success – starts and ends with the type of service to your customers that meets their needs and even exceeds their expectations. Nothing happens until someone sells something to somebody. It's even more true that no business can survive unless it directs all its efforts toward serving the people who ultimately do the buying – the customer!

Change your company so that it focuses on the needs and expectations of the customer. And do it RIGHT NOW!



Learn the secrets from Jack Mitchell. The only way to stay in business is with customers, and Jack Mitchell knows how to attract them, and how to keep them. Jack knows what he is talking about because his company Mitchells/Richards is a living testimony. The Mitchell family has created one of America's unique retail experiences, executed by few.

Their passion for the intimate relationship with the customer, and the loyalty that is created, has rarely been duplicated. **Both of their stores are bringing in more than USD65 million annually and their average sales associate brings in USD1 million a year.**

## ***For Tenants: 2 days Workshop (9am – 5pm)***

### **The Customer Obsession**

- o The Customer Revolution: Business Crisis
- o The small-business bug list
- o Taking customers for granted
- o A real working definition of Service Quality
- o Defining Moments of Truth
- o Defining your customers
- o Service as an obsession

### **Success Obstacles: Why even the big guys fail?**

- o The Sleeping Shark: Move or Die
- o Learning from the BIG GUYS
- o The Service Quality Evolution and Revolution
- o Factors in Personal Service
- o Show us some teeth: The Smile-Training Fiasco
- o Fizzle factors

### **The Service Triangle: Centering on the Customer**

- o True customer focus
- o Preach one message and one message only
- o The Service Triangle
- o Quality Self Service

### **Understanding Your Customers: New maps and new meaning**

- o The cycle of service: Seeing from the customers eyes
- o Charting your service cycle
- o That dirty word: Competition
- o The Added-Value Service company
- o Customer feedback

### **Building Your Strategy: A Formula for Service Delivery**

- o The parable of the FISH
- o Self-Discovery: Critical questions, critical answers
- o A brief customer scan
- o A new global perspective for your strategising
- o Learning from the BIG GUYS: Some success stories eg Jack Mitchell
- o It's time for your Service Strategy: A Template for success

### **Instilling Spirit: Employee Service Empowerment**

- o The Golden Rule of Service Empowerment
- o How and Why to hire good service staff
- o How and Why to fire terrible service staff
- o How and Why to create a Service SWAT Team
- o The difference between Service Management and Fad Management
- o BIG Brother or Better Employees?
- o An Employee Empowerment Mission Statement
- o The Training Connection

### **The Added Value of Customer-Friendly Systems: Empowering the Service Organisation**

- o Service Recovery: Power to increase customer loyalty
- o Service Recovery system
- o Handling Complaints effectively

### **10 Critical Success Factors: Doing the Right Things with the Right People**

- o Select the best service people
- o Get them started in the right direction
- o Offer service leadership
- o Create and maintain a collective spirit of service
- o Weed out the bad apples at all levels
- o Model and promote a sense of employee empowerment at all levels
- o Model and promote your service message
- o Ask for better ways to do things
- o Get constant feedback from customers
- o Always be ready to make changes and adjustments that will continue to breathe life into your service company

### **Create New Business Relationships**

- o Suppliers: Don't bite the hand that feeds you
- o Suppliers as Information Sources
- o Business partners: Direct and Indirect relationships
- o Co-venturing: Building alliances now and forever
- o Downsizing: Don't cut for the sake of cutting
- o The power of outsourcing

### **You as BOSS and Service Leader**

- o 3 ingredients for small-business success
- o Never give up, never give in
- o The myth of overnight success
- o Business-Life Cycle: Where do you fit in?
- o Long-range planning