



WORSE THAN EVER!



There'll be no analogies, metaphors on life or timeless quotes from the great minds this month. Instead, there'll be a simple home truth about the current state of commitment evident in so many sales and service teams across our business landscape. I say commitment because I don't believe there is an absence of expertise. The greatest gap I see is the one that exists between knowing and doing. Part of what my team does, involves auditing professional processes. That means mystery shopping but we do it with a difference. I'm not interested in assessing product knowledge. I'm interested in assessing engagement and the ability to identify solution opportunities. It's a simple profile; I'm a buyer looking for price. Here are a few real gems;

- 50 phone calls nationally for a major auto brand to buy a car. 50 quotes over the phone for 4 follow ups.
- Untold service calls for a best price for my elderly mother's car and I'm yet to have ANYONE ask my name. Some wouldn't give me even a ballpark price without a VIN No. while others did - no one solved the problem. Remarks included; "The factory cracks the s.....s when we guts the cars", "just go to the website mate.." "buddy, pal, champion", "if you'd looked at the website, it'd tell you." **IT'S GETTING WORSE.**

HERE'S SOME GENERAL THOUGHTS AND OBSERVATIONS FOR YOU TO PONDER OVER

- Service Advisors are taking their job titles too literally. They are dispensing advice without a conscious intention to sell anything. Do your service advisors understand that they sell **hoist time**? Many believe they are too busy to engage phone customers by virtue of the dynamics at their work stations. Are you understaffed or more importantly, are you wrongly staffed?
- Most calls were "recorded for training purposes". What's happening to those calls? Are there consequences for when your agents refuse to comply with your protocols or refuse (or are unable) to comply with the disciplines you've trained them to utilise?
- Is the social media phenomenon dulling our willingness to engage each other at an emotional level?
- For every agent that failed, there's a manager who is either unaware or uncaring that it's happening. You are only as strong as the standards you are willing to tolerate.
- Hiring standards drop as desperation increases. Just remember that you're better **understaffed** than **wrongly** staffed.
- Regardless of your mission statement or your reality, this is what your customer 'sees' when they hear jargon, cliché, acronyms, stupid banter or unearned familiarity.
- Professionals get confused when the boss tolerates amateurs. Holding people accountable is the hardest aspect of HR in this age of entitlement but failing to will cost you more than you can imagine.
- **QUESTION:** Do the daily behaviours of your team do justice to the original business model, as articulated in your company's mission statement?
- The engagement of your prospects and the seeing through of their inquiries, regardless of the outcome, is your company's receipt for the price it paid to create them. Are you getting that receipt? How many leads REALLY get to the database?
- Is it FEAR that stops us from seeking commitment? Is it ignorance or laziness or cynicism about pay grades, job descriptions or priorities of responsibility?
- When morale is high, teams hold each other accountable. When it's low, they blame the boss. They're attracted to brands and resign from managers. Are your customers resigning or re-signing? The answer is due to the will or skill of the account manager/s.



Why don't they solve my problem?



Get out from behind that screen and LEAD!!



If you look after your staff, they'll look after your customers. It's that simple.
Sir Richard

Looking after them includes holding them accountable because it respects your other staff who hold themselves accountable

IF SELLING WAS A CARD GAME, WANT WOULD TRUMP NEED AND VALUE WOULD TRUMP PRICE. WANT & VALUE HAVE PERSONALITY & CHARACTER. GUESS WHAT WE NEED TO MAKE THAT HAPPEN?

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