



EXCEPTIONAL CUSTOMER EXPERIENCE

Jeff Turner, President, RealSatisfied



“

Keeping a customer demands as much skill
(and energy) as winning one.

American Proverb

THERE IS NO MAGIC BULLET

and I am not a magician



“

The first step in exceeding your customer's expectations is to know those expectations.

Roy Hollister Williams



SETTING EXPECTATIONS IS YOUR JOB

- ▶ Your clients are not the experts, you are.
- ▶ Nothing sets the stage for a bad client experience better than misaligned expectations of service.
- ▶ Never shy away from your process.

“

Well done is better than well said.

Benjamin Franklin

PROMISES NEED TO BE KEEPABLE

appeasing never leads to pleasing



I like to listen. I have learned a great deal from listening carefully. Most people never listen.

Ernest Hemingway

LISTEN TO LEARN

never to simply reply



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LISTENING TO REPLY

- We utilize this strategy anytime we feel that what we want to say is more important than what anybody around is saying.
- Any critical analysis applied here is not applied to the words you hear. It is applied instead to the words you want to say. This makes it very difficult to accurately get the other person's meaning.
- Politicians use this without reckless abandon, and to the demise of trust.



LISTENING TO LEARN

- This is listening with the intent to understand more than the spoken words. This listening strategy involves listening between the words for meaning, truthfulness and motive.
- This allows you to get the client's full story, to deeply understand their perspective, their motivation and what their true needs and wants might be.



Don't dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer.

Denis Waitley, Author

OWN PROBLEMS

clients want solutions, not excuses



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To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

Don Alden Adams, President, Watch Tower

HONESTY AND INTEGRITY

most sought after REALTOR® trait





A satisfied customer is the best business strategy of all.

Michael LeBoeuf, Business Author

THIS SHOULD BE YOUR FOCUS

PERIOD

*less than 10% of all leads come from
the Internet, through the portals*



It is not your customer's job to remember you, it is your obligation and responsibility to make sure they don't have the chance to forget you.

Patricia Fripp, Professional Speaker

FOLLOW UP

and never stop

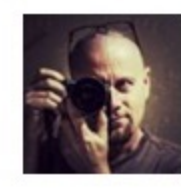


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“

The difference between “try” and “triumph” is just a little “umph.”

Bonnie Przybylski, Projects Manager, W.R. Grace



Jeff Turner

25 mins · 🌐 ▼

Thank you, Arizona Association of REALTORS! Nice touch. It's the little things 😊 — 😊 feeling special at Prescott Resort and Conference Center.

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👍 Lisa Heindel, Heather Elias and 14 others



Holly Mabery · Friends with Jay Thompson and 32 others

So glad you are here!!

Unlike · Reply · 👍 2 · 20 mins

➦ Jeff Turner replied · 1 Reply



Mary R. Roberts I was so excited to see you here!



Unlike · Reply · 👍 1 · 18 mins



Meg Herbert · Friends with Laura Monroe and 39 others

welcome to AZ Jeff 😊

Unlike · Reply · 👍 1 · 15 mins



Julie Thill awww...and will you get to see your sis? and BE Careful out there to you and your friends!!>>it IS Arizona Bikeweek!!

Unlike · Reply · 👍 1 · 10 mins



Write a comment... 📷 😊



Estella Kincheloe Gina Garcia, Next time you go to see my mom show this to her.



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