

five stupid ways to lose a customer

1. ignore them.

There are many ways to ignore our customers, and here are some of the most popular ways we could think of and what to do **INSTEAD**:

- ✿ Run and hide when you see them approaching you on the jobsite - this is considered to be ASSHOLE behaviour. **INSTEAD**: Acknowledge them first, even if its just with a friendly smile and a little wave.
- ✿ Put off the small things - great way to make someone feel unappreciated. **INSTEAD**: Prioritize time to take care of the small things because to a customer, even the smallest thing can be BIG to them.
- ✿ Turn on loud machines - a customer has taken the time to visit the job site and come speak to you so respect them. **INSTEAD**: Cut all noise to enhance the communication & experience.

2. make excuses.

Customers **LOVE** when you feed them a bunch of excuses - **NOT!** Unfortunately, this is what most customers have come to expect. When people complain, what they want most is to **BE HEARD**. Our most classic excuses sound like this:

- ✿ **"It wasn't me"** - Guess what? Doesn't matter much. We are ALL responsible so acknowledge the mistake; people don't like tread marks left on them from where the bus ran them over.
- ✿ **"We didn't see it/we forgot"** - And your point is? Apologize to the customer for pointing out the error and take it as a lesson to be more **PROACTIVE** in future; **WRITE SHIT DOWN!**
- ✿ **"Blame the customer"** - Are you serious? Apparently its the customer's fault if we couldn't get access to their irrigation or lost the garage code. Again, be proactive to keep customer info up-to-date and never, **EVER** blame the customer. If you did forget, just ask politely.
- ✿ **"Can't get away from the bigger job"** - This goes back to being **PROACTIVE** and learning to **PRIORITIZE**. Taking care of the important before the urgent can be key to a happy customer.

3. don't let them "into" your business.

Locking customers out of your business can take many forms, and around here we go for subtle but potentially deadly:

- ✿ **Not returning calls well** - to combat this, we need to have a call return policy that we can live by, say by end of the business day, or within 24-hours. It needs to be reasonable and something we **STICK TO!**
- ✿ **Don't be a Ninja** - too often we show up to do work for a customer outside of their normal schedule when they are not home and **THEY NEVER KNOW IT!** Be sure to leave a little note or a business card just letting them know you were there.

4. read them the rules.

Here at CRL, we came to the conclusion that we don't do this with our customers, so it really doesn't apply. Yay!!!

5. make it hard for them to give us their money.

One thing we are proud to say here at CRL is we have been taking steps to make it even **EASIER** for our customers to pay us...whether its e-transfer, cheque, or just handing us a cheque...we always make that easy as pie.