



GENERAL ETIQUETTE & CUSTOMER SERVICE

Welcome!

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General Overview

- Etiquette and the First Impression
- Etiquette Do's and Don'ts
- Customer Service—The Who, What, and How
- The Circle-of-Communication

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ETIQUETTE – The First Impression

- What is Etiquette?

Etiquette is a system of rules and conventions that regulate social and professional behavior

It is derived from the French word for “Ticket”, so “THAT’S THE TICKET” to success!

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The First Impression – you have 5 minutes! (you never get a second chance to make a good first impression)

- What does the customer see?

- Are You On Time?
- Do You Look Good?
- Is the Work Area Clean?
- Are the Vehicles and Equipment Looking Good?

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Etiquette Do's and Don'ts

DO THESE:

- ❖ Shake hands
- ❖ Look people in the eye when speaking with them
- ❖ Maintain your “cool”
- ❖ Say “Thank You”
- ❖ Keep your work area clean and safe
- ❖ Be smart when staging equipment and materials
- ❖ Know who the “go to” people are in your company and carry their business cards

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Etiquette Do's and Dont's

And One More.....

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Etiquette Do's and Don'ts



SMILE!

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Etiquette Do's and Dont's

NEVER DO THESE:

- ❖ NO Profane Language
- ❖ NO Food / Drink / Cell Phone while with customers
- ❖ NO Smoking
- ❖ NO Politics or Religion
- ❖ NO Arguing
- ❖ NO Putting others down
- ❖ NO Intruding on others' "Comfort Zone"

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Etiquette Do's and Dont's

NEVER DO THESE:

Some others.....

- ❖ Don't avoid eye contact
- ❖ Don't use bad posture including "closed gestures"

Closed gestures include crossed arms, hands deep in pockets, etc

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Etiquette Do's and Don'ts



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Etiquette Do's & Don'ts



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CUSTOMER SERVICE



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The Circle-of-Communication

- Who is the CUSTOMER???



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The Circle-of-Communication

We have two types of “customer”.

We have **outside** customers (our clients) and **inside** customers (our co-workers)



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The Circle-of-Communication

What is the SERVICE???



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CONTRACTORS ASSOCIATION



The Circle-of-Communication

What is the SERVICE???

What does the outside
customer think "service" is?

What does the inside
customer think "service" is?



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The Circle-of-Communication



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The Circle-of-Communication

EFFECTIVE
COMMUNICATION !

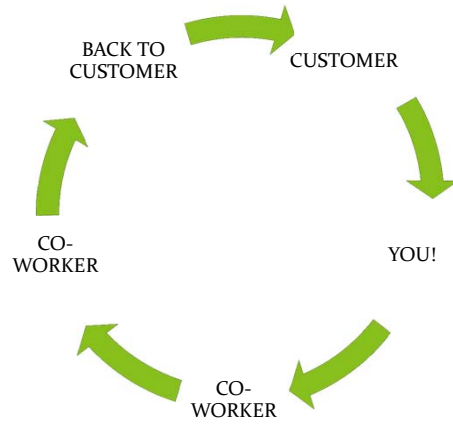


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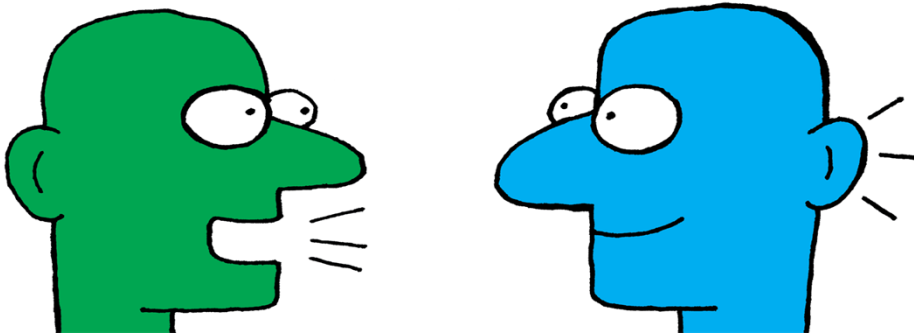
The Circle-of-Communication



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A1
A2

The Circle-of-Communication



Good communication is good selling

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Slide 20

A1 Author, 2/17/2017

A2 Author, 2/17/2017