

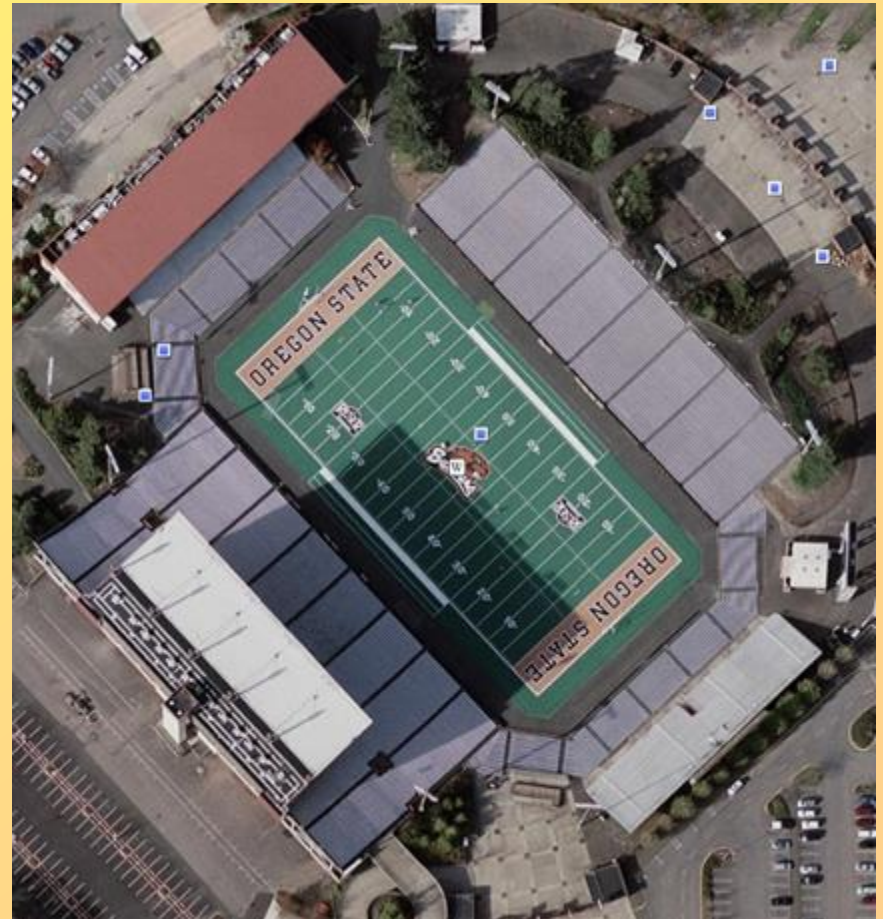
# Ag Fact

- "The customer is always right!"
- Is this right or wrong? Why?

# Agricultural Sales and Service: Customer Relations

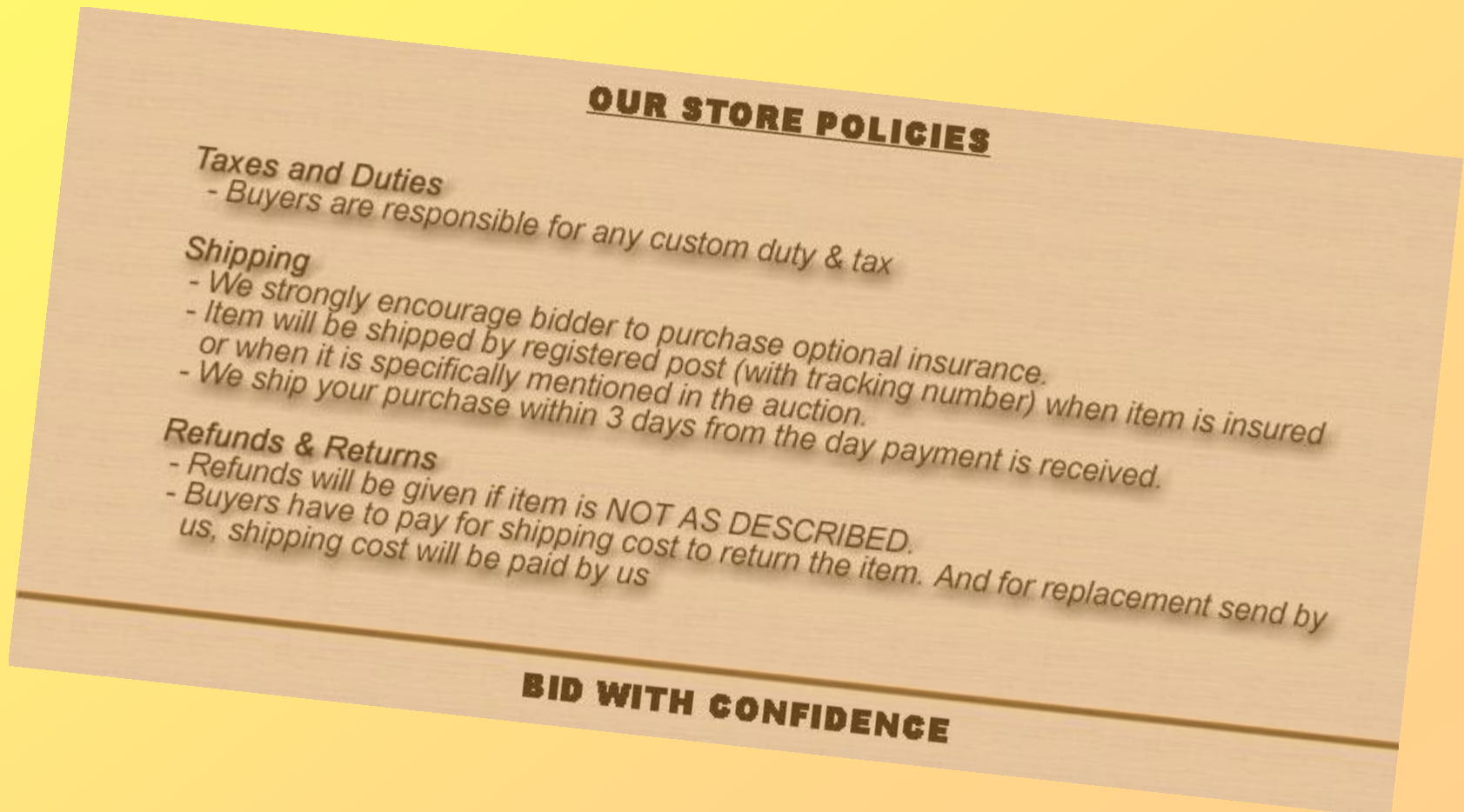
# Customer Relations

- On your page:
  - Title the page "Customer Relations Game Plan"
  - Draw a football field layout that covers the rest of the page.
  - We'll put down 7 steps to Customer Relations



# Customer Relations

## 1. Read and know the store policy



# Customer Relations

## 2. Show empathy

1. Treat them how you'd want to be treated





# Customer Relations

3. Restate the problem in your own words
  - a. "So you're saying the issue is..."



# Customer Relations

4. Determine the root of the problem
  - A. Customer misapplication
  - B. Misuse of equipment
  - C. Defective equipment



# Customer Relations

## 5. Be positive in your solution.

### A. Defective equipment:

"We can take care of this..."    "I'm sorry you had this problem, but I'm sure we can solve this to your satisfaction..."





# Customer Relations

## 5. Be positive.

### B. Customer misuse/misapplication of equipment:

"From what you told me, it appears you didn't follow the directions on the label"

"I hope you can understand we can't be responsible for customer misuse, but we can help you out by (offer a discount, etc)..."



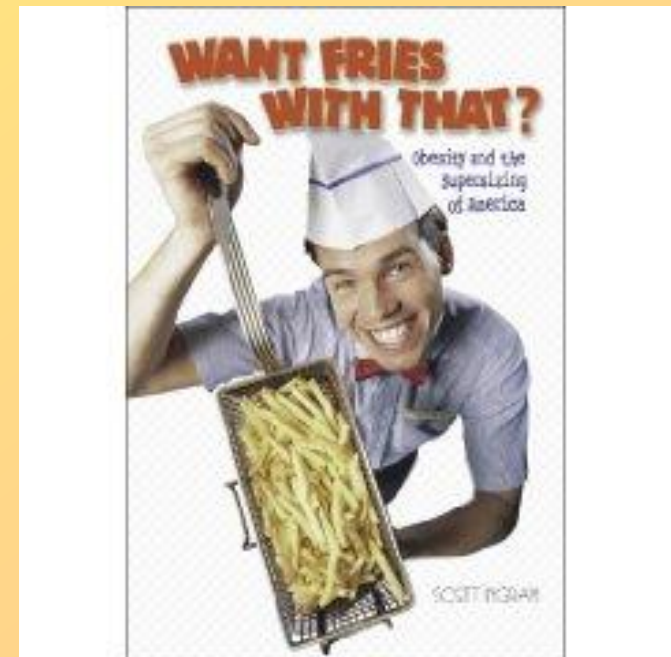
# Customer Relations

6. Wrap up the discussion with the customer by asking if this solves their problem



# Customer Relations

7. Ask the customer if there is anything else they need to go along with their product. Be specific (offer safety glasses, other related products, etc).



# Example Scenario

The Acme Company policy for defects or refunds should be handled as follows:

1. A receipt if preferred
2. Clerks should try to handle complaints
3. Utilize the service department for repairs or defects
4. If item is deemed defective replace from store inventory

Refund money if no other alternative is practical

Federal law prohibits the return of any merchandise that has been exposed to Herbicides or Pesticides.

# Example Scenario

Assume you are a sales clerk for the above company and a customer comes into your store with the following problem. Assume the customer is carrying a 5 gallon sprayer as they state the following scenario:

## **Customer:**

“I purchased this 5 gallon backpack sprayer from you last week. When I used it, I discovered that it was too heavy for my back. I especially found it to be too heavy when I was walking up steep hills along the fence lines of my ranch. Since it is too heavy and caused me back pain, I would like to return this back pack and have my money refunded.”



# Example Scenario

## **Solution:**

Inform the customer, Federal Law prohibits taking the sprayer in as a return (store policy # 6).

However, recommend they only fill the sprayer half full. Another solution is to recommend a dolly to pull it on or suggest an ATV complete with a sprayer.