

WHEN WAS THE LAST TIME YOU HAD AN EXCEPTIONAL CUSTOMER SERVICE EXPERIENCE?

That was so Great, that you wanted to tell the World!



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BIO



KEVIN MARSHALL
President, Copy Link, Inc.

619-861-5465
Kevin@CopyLink.net

"Become a hunter of blessings" is the motto by which Kevin lives by.

Relocating to Chula Vista California from Randolph Massachusetts when he was just a boy, Kevin found himself the twelfth child in his new "Brady Bunch" family. Having to adjust to a new home, a new state, and being under the influence of a Master Chief in the US Navy was truly a blessing in disguise.

Today, Kevin is the president and co-founder of Copy Link, a successful office equipment company in Chula Vista, California. He married his high school sweetheart, Kimberley, and they are now celebrating 30 years of marriage and 3 amazing children.

Kevin's passion for business and his community lead him to become a Founding Member of the Select Dealer Group, Board Chair for the YMCA and President of the Chula Vista Chamber of Commerce. The opportunity to work alongside some of the greatest men and women in his community has helped shape Kevin both personally and professionally.

As Kevin experienced life changing events such as watching his children leave for college and start their lives, supporting his wife during serious health issues, and losing his mother, he gained a renewed zest for life and again found the hidden blessings that come through challenging times.

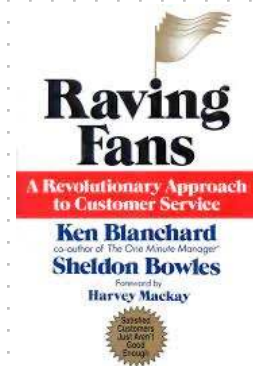
Kevin's optimistic point of view and passion to help others has been described as a breath of fresh air. His mission is to inspire, empower and motivate people to see the blessings in life and reach their full potential.

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HAPPY CUSTOMERS ARE JUST NOT GOOD ENOUGH!!! YOU HAVE TO HAVE **"RAVING FANS"**.

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you want a booming business, you have to create raving fans."

Ken Blanchard



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AUTHOR KEN BLANCHARD SAYS...

What is a raving fan?

Ken Blanchard coined the term "Raving Fan" to describe a customer who is so overwhelmed and floored by the customer service they've received that they can't stop telling everyone about it. Without going into a book analysis, the problem is clear: there can be two types of raving fans.

Bad raving fans.Come from bad customer service. !!!!!

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5 STEPS

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CREATE RAVING FANS BY DOING THESE 5 THINGS EVERY DAY

1. Decide what you want.

What does exceptional customer service look like to you?

Do you want to provide Nordstrom's like customer service?

Who do you want to be? Do that well!

Be a master at what you do.

Remember: **"Words are cheap."**

Action Speaks Louder than Words

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THE MOST EFFECTIVE LEADERS 'SHOW UP' WITH THESE 5 THINGS EVERY DAY

1. Decide what you want

2. Discover what the customer wants.

Do the Market Research

Sample questions to ask Clients:

What can my company do to better serve your needs?

What value do we provide?

Why did you choose us over the competition?

How satisfied are you with our products/services?

Ask your Team:

What do our client's need from us right now?

Your clients are a big part of your company, make them feel that way!

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THE MOST EFFECTIVE LEADERS 'SHOW UP' WITH THESE 5 THINGS EVERY DAY

1. Decide what you want

2. Discover what the customer wants

3: Deliver the vision to your team. PLUS 1%

Have a culture of creating raving fans.

Have your team look for ways to accomplish this in everything you do.

My friend Chap from Moe Biz "Humble Pie"

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THE MOST EFFECTIVE LEADERS 'SHOW UP' WITH THESE 5 THINGS EVERY DAY

1. Decide what you want
2. Discover what the customer wants.
- 3: Deliver the vision to your team. PLUS 1%

4. Systems allow you to guarantee results.

Always be improving by 1% of your Vision

Examples:

Answer the phone within two rings

Bill 100% accurately. On time, every time.

85%. First call effectiveness.

Ensure techs have the parts they need.

Reward techs for going above and beyond

\$500 A Quarter (\$2,000 Year)

\$100 for person submitting

\$400 for person creating "The Raving Fan".



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THE MOST EFFECTIVE LEADERS 'SHOW UP' WITH THESE 5 THINGS EVERY DAY

1. Decide what you want
2. Discover what the customer wants.
- 3: Deliver the vision to your team. PLUS 1%
4. Systems allow you to guarantee results.

5. Put a system and program in place.



"People don't care how much you know until they know how much you care."

Theodore Roosevelt

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WHERE DO I TURN TO FOR HELP

- Your Circle of influence
- CEO Juice Surveys add link <http://www.ceojuice.com>
- The Profit: Marcus Lemonis <https://www.cnbc.com/the-profit/>
- YouTube Customer Service Videos <https://www.youtube.com/>
- BTA <https://www.bta.org/>
- US Chamber of Commerce <https://www.uschamber.com/>
- US Small Business Administration <https://www.sba.gov/>

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WHAT ACTIONS TO TAKE NEXT

- Turn Knowledge into Action
- Create a culture of exceptional service
- Reward exceptional service
- Pick a great business group to be part of,
like **BTA** Business Technology Association*
- Show up with heart and passion each day



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BOOKS ON CUSTOMER SERVICE THAT I RECOMMEND.



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**CUSTOMER SERVICE
IS AN ATTITUDE,
NOT A DEPARTMENT.**

- Mo Hardy

**“GETTING
SOMETHING YOU
DIDN'T EXPECT,
FROM SOMEONE
YOU DIDN'T EXPECT
IT FROM AT THE
TIME YOU DIDN'T
EXPECT IT. “**

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LET'S ALL GO OUT AND CREATE **RAVING FANS!**



THANK YOU!