

The Secret to Motivating Your Service Reps

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Picture for a moment your own service center. Is it a place where every one is committed to peak performance, or is it a place where people just bide their time? If the people in your service center seem to lack energy and motivation to excel, you might want to take a close look at what is going on and consider the consequence.

A lack of motivation invites:

- **Burn out**— People only do the bare minimum.
- **Turn-over**— Reps look for other jobs. The time and effort invested in training goes out the window.
- **Loss in productivity**— Work that could have been done gets pushed aside.
- **Lower quality of work**— When a rep has a bad attitude, losing or gaining a customer makes no difference.
- **Toxic work environment**— People become easily annoyed and take their frustrations out on their colleagues and their customers. They do not help each other.

The secret to a highly dedicated internal sales team or customer care organization is to treat each rep as a highly valued customer.

When we value our customers, first we listen to them. As a manager or supervisor, how well do

you listen to your reps? Do you invite conversation with your reps or are you buried in your office with paper work? Do you provide a forum for people to voice their opinions? Do you listen to learn or are you judgmental or critical?

Sometimes our customers don't directly reveal their frustrations. The real issue is not the stated issue. The same is true for phone reps. We have to "peel the onion" by asking them some questions. This often takes time. Do you give the rep the appropriate time to really understand or are you trying to get back to your own tasks?

Once an issue is determined, the customer expects you to acknowledge and rectify it. Do you validate how a rep is feeling or how an issue affects him? Can you offer a solution? Have you gotten the person's input on their expectations? Is it within your power to accommodate or resolve the issue?

While the answer to motivation often seems beyond our grasp, the secret is in how we treat our customers. If you redirect the skills you have already perfected and use them on your own team, you are guaranteed to see immediate, positive results.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. When you have to have impact, phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.

