



Be informed.
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Do you take YES for an answer?

I'm at London Gatwick Airport two hours before my flight home to Charlotte. I wandered into the Ted Baker store. I love Ted Baker clothing.

I found a few things I liked, but they didn't have one of the items I wanted in my size. I was assured I could get it online. Great!

I completed my purchase, and went to the airline lounge to get on my computer and buy the other item. Easy online access, found what I wanted in less than a minute. But when I went to complete my purchase, I could not find the USA as one of the 40 or so "ship to" country options.

So I chose the online "live chat" option to help me buy and here is what ensued:

Chat Information

Hello and welcome. One of Ted's Personal Shoppers will be right with you.

You're now connected with one of Ted's Personal Shoppers.

Karen: Hello I'm Karen, one of Ted's Personal Shopping Assistants!

Karen: What brings you to our website today?

Jeffrey: Why can't I get a garment shipped to the USA?

Jeffrey: Nuborn Size: 6 Colour: Red

Karen: I'm afraid, Jeffrey, we don't ship to US at the moment.

Jeffrey: You ship to Bulgaria, but not to the US?

Jeffrey: How do I get this garment?

Jeffrey: I can give you my FedEx account number

Karen: I can understand that. Do you have any relative or friend in the UK?

Jeffrey: What are my options?

Karen: You can get the item delivered to someone who is in the UK.

Jeffrey: You can't put the garment in a box with my FedEx number?

Jeffrey: How about shipping it to your store in Las Vegas? I'll be there next week.

Karen: I'm sorry, I'll not be able to do that due to the security reasons.

Jeffrey: What?

Karen: I'm afraid, it will not be possible.

Jeffrey: What's unsafe about a sweatshirt?

Karen: I will not be able to place the order due to the security reasons.

Jeffrey: Please explain "security"

Jeffrey: Please give me a phone number of a senior manager at Ted Baker

Karen: We are not allowed to place the order for any of our customers.

Karen: You can call on our customer service phone number 0845 130 4278 Ext 1 between 9am and 6pm, Monday to Friday

Jeffrey: No -- I want a direct line to a manager.

Karen: I'm sorry, I don't have his number with me.

Jeffrey: I cannot tolerate lies

Jeffrey: You have a number -- I'll find it tomorrow -- call the manager -- and report you.

Karen: Ok, for the store's information for US, please email us at ask.ted@tedbaker.com.

Karen: Our team will help you with the details about the availability of the jacket in the US stores.

Jeffrey: I don't want a TEAM -- I want a person.

Jeffrey: Please give me a phone number of a senior manager at Ted Baker.

Karen: We are not allowed to place the order for any of our customers.

Karen: You can call on our customer service phone number at 0845 130 4278 Ext 1 between 9am and 6pm, Monday to Friday

Karen: There will be a person who will give you the details.

Karen: Jeffrey, if you want I can help you with some options.

Jeffrey: How about this -- I can be reached at 704-333-1112 -- have someone call me tomorrow, late or Sunday or Monday -- you know what I want -- have someone contact me to get the order

Jeffrey: Nuborn Size: 6 Colour: Red

Karen: I can understand this Jeffrey and it's really good for us that you like our products, but at the moment we don't ship to US.

Jeffrey: You can't understand anything -- you're a corporate robot that refuses to take "yes" for an answer.

Karen: If you have any of your relatives or friends in the UK or in other countries, they can help you to place this order for you.

Jeffrey: Thanks for nothing, lies, and a lousy experience -- I've just spent my last dime at Ted Baker thanks to you.

Karen: I'm sorry I couldn't help you much.

Jeffrey: You couldn't help me at all.

Jeffrey: Have someone from the US call me.

Jeffrey: Have your boss call me.

Jeffrey: They should teach you how to say yes.

Karen: I wish that I can help you to place the order, but it's not in my hand.

Jeffrey: Then pass it to someone allowed to think and help customers.

Karen: I'm afraid no body can do that.

Jeffrey: What a joke.

Jeffrey: No one can think or help?

Last week's activities...

Just Listed:

- For Sale**
- Commercial Land
1730 Field Road, Sechelt BC
94.2 Acres
Price: \$5,859,000
J-D Murray
 - Residential Land
1956 Trans Canada Highway
Salmon Arm BC
Price: \$2,499,000
Michael Marckwort
- For Lease**
- Industrial Warehouse
20740 Muffor Crescent
Unit #107, Langley BC
12,950 sf
Lease Rate: \$7/sf
Don MacDonald

Jeffrey: Pathetic.

Hello! We're in a recession. I'm trying to give them some of my hard earned money, and they refuse to take it, "for security reasons." Huh?

Now granted this woman is probably in a call center in a foreign land, has never been to a Ted Baker store, and is reading from a script prepared by people who have no concept of sales or service. BUT they left my money on the table, and frustrated me to a point that I'm telling you about it.

And please don't miss the point. This is NOT against Ted Baker, although they do look rather foolish. This is a lesson for YOU. How many of your customers are being told "no"?

RULE ONE OF CUSTOMER COMMUNICATION: Tell me what you can do, not what you can't do!

Want a few more rules of customer service and loyalty? Go to www.gitomer.com and enter the words LOYALTY FORMULA in the GitBit box.

Source: Jeffrey Abraham, www.gitomer.com



"HELP!" (John Lennon, circa 1966)

Here is a simple selling technique that can produce very powerful results. It goes something like this.

The next time you run up against a particularly tough prospect or simply want to further engage a current customer, step back... and ask him for his help or advice.

"Mr. Prospect, may I ask you for some advice? I am trying very hard to establish myself as an outstanding service provider for my clients. You are obviously an expert in this area. What would you be doing for prospects or customers if you were me?"

Then pause, and be prepared to listen. Chances are you are going to get a virtual gold rush of information! Here's why:

For the most part, people love to give advice. In our culture, when someone asks us for advice or help, it is an almost irresistible gut reaction to respond.

But it gets even better for us as salespeople. You see, "buyers" put themselves in a purchasing position because they love power and control. So how do you think it makes them feel when you ask them for advice? You guessed it... powerful and in control.

By the way, this technique can be especially effective for younger salespeople who are attempting to establish rapport with an older buyer. Most of us share a very strong mentoring instinct and we often have kids of our own who are out in the market trying to break in. When asked politely and sincerely, it feels good to help young people "learn the ropes."

Communications Tip: When asking someone for help, be sure to start the sequence by addressing his name: "Mr. Smith, may I..." or "John, may I..." Tests show that your chances of a positive response increase dramatically when you personalize the appeal.

Remember, this is a subtle tactic and is not meant to substitute for a good value proposition or strong selling skills. But I have used it occasionally to crack some pretty tough nuts, and while there are always buyers who enjoy being curmudgeons, I have found that many more are happy to engage when asked for guidance!

Last but not least, if you are fortunate enough to receive a buyer's advice, it sets up a perfect opportunity for a follow up thank-you note--handwritten, of course

Source: Richard Abraham, Mr. Shmooze

Espresso Coffee

Congratulations on
your successful
deal!



Shane Olin

SOLD

5720 MacLeod Trail South, Calgary AB
Riviera Centre, Retail — 29,388 sf
Price: \$3,500,000

Closed
November 25, 2009

Joel Donais

LEASED

4623 Bow Trail SW, Unit 9, Calgary AB
Office Space — 710 sf
Lease Rate: \$1833.33/mo.

Closed
November 23, 2009

Rick Lui

SOLD

5239 Oalmount Crescent, Unit 2, Burnaby BC
Residential Strata
Price: \$890,000

Closed
November 20, 2009