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WAYMISH Why Are You Making It So Hard...for me to give you my money?

Ray Considine, Ted Cohn, Lee Tomlinson, Chris Considine

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WAYMISH is an acronym for: Why Are You Making It So Hard…for Me to give You my Money? It represents all the slights and indifferences made by employees and organizations that lead customers to believe that you don't really want their business. Things like not listening to what the customer is saying, putting policies ahead of common sense, not attempting to resolve complaints, etc.

Can you afford to create unhappy customers that take their business elsewhere?

How many customers does your organization lose every day? How many were planning to give you their money but ended up leaving in frustration? It may be more than you think! And these days you can't afford to lose even one good customer. Let this unforgettable program teach your staff the attitudes and behaviors that make customers feel valued so they will buy from you again and again.

Benefits:
• Increases revenue by teaching staff how to avoid common customer frustrations that result in lost sales
• Maximizes customer lifetime value by teaching skills that positively impact customer satisfaction
• Creates positive word-of-mouth and referral business by showing staff how to meet customer expectations and practice service recovery

This is not a collection of stories about stupid customer service mistakes.
And it’s not yet another treatise on Customer Service Excellence.
It’s a training book reported in storytelling style.
Use these stories in brief staff and employee meetings. Be sure to have your people solve the problems. Have them volunteer answers and sug¬gest better ways to serve customers.
In later company or departmental meetings, interject quick sessions on WAYMISH. Repeat examples and constant service suggestions will make your people aware how widespread the “WAYMISH bug” can be . . . and why no company is immune.
Over time, these mini-lessons will reinforce in employees’ minds how important Lifetime

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