

From Ordinary to Extraordinary

4 Ways to exceed at Client / Customer Service

Every trainer should aim to give exceptional customer service to their clients. Those trainers that demonstrate they value their clients distinguish themselves from their competitors. They retain clients for a lot longer time. Additionally, clients spread the news to their friends and colleagues. So, what are some of the key elements to creating extraordinary service?

1) **Treat your clients like your grandmother.**

Top service industry businesses treat their clients as if they were their grandmothers. They consciously watch their tone of voice, listen carefully and watch how they explain things. They understand that the client always comes first.

2) **Go the extra mile.**

Instead of providing what is acceptable and required, trainers should do the maximum- they go the extra mile. Little things like using the clients name during the session, filling their drink bottle, putting paper towel under there head when doing bench work etc. If we exceed expectations, clients are happy.

3) **Ask clients what they think.**

Positive feedback is great but not very helpful. We need to know and understand where our service faults in order to improve it. The easiest way is to ask our clients on a continuous basis. Faults can't be fixed unless they are known. After teaching for many years now I can say, that my students remember me, I leave them either laughing, questioning, admiring or just dumbfounded but they got the message.

4) **Smile a real smile 😊**

It shows the client that you are confident and not intimidated.

Today's clients have choices. When they receive exceptional service, they remain loyal. They like the feeling of being valued or special. They are even willing to pay more for it. To move your sessions or business from Ordinary to Extraordinary, it is important to pay attention to these four important issues.