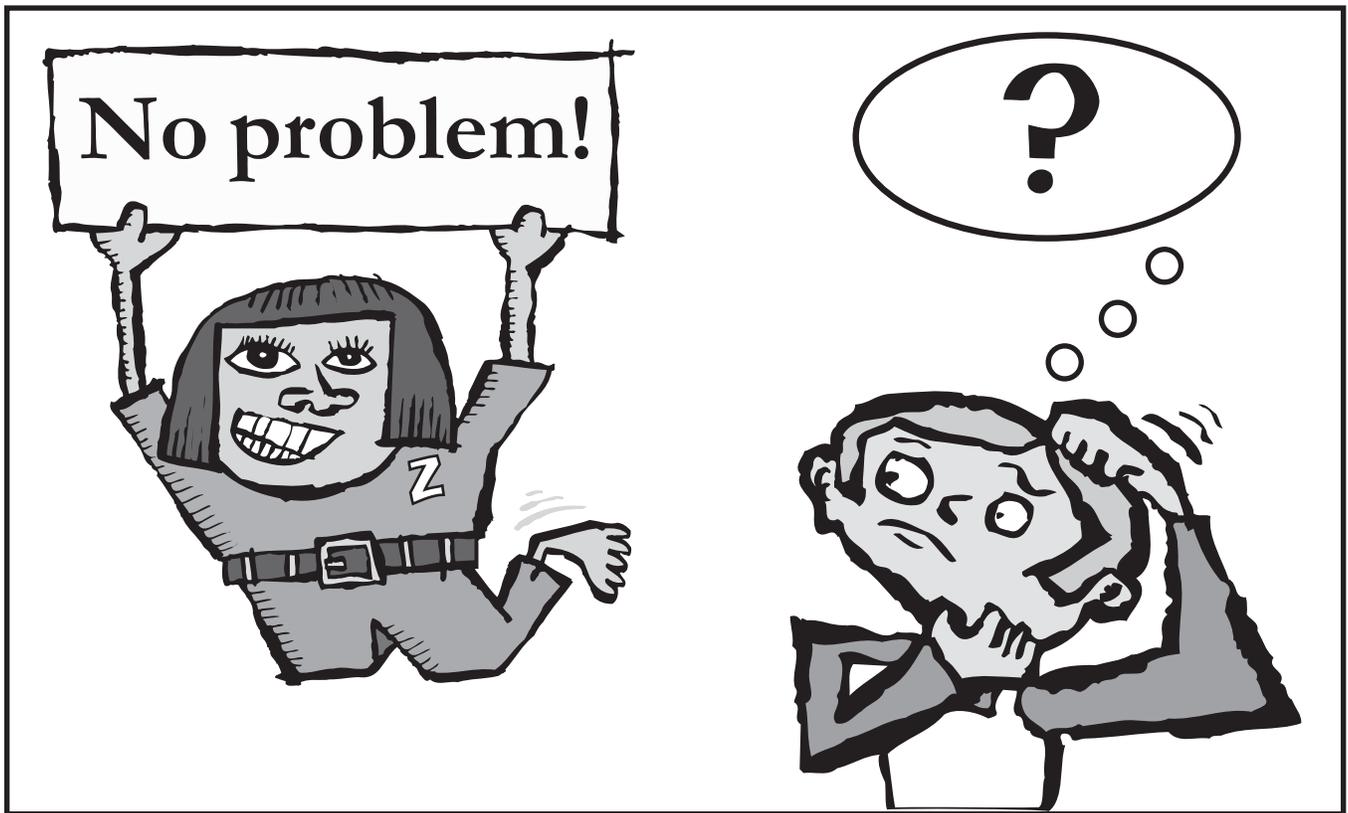


Zingerman's®

the power of language in great service



Presented by Elnian Gilbert
for



**SCHOOL
NUTRITION
ASSOCIATION
OF MICHIGAN**

ZingTRAIN
Zingerman's Training Incorporated

October 21, 2017



ZingTRAIN

Zingerman's®

mission statement

We share the Zingerman's Experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can.



Zingerman's
DELICATESSEN

ZingTRAIN
Zingerman's Training Incorporated

Zingerman's
creamery

Zingerman's
COFFEE
COMPANY

Zingerman's
roadhouse

Zingerman's
CANDY
MANUFACTORY

MISS
KIM

Zingerman's
Cornman
FARMS

Zingerman's
mail order

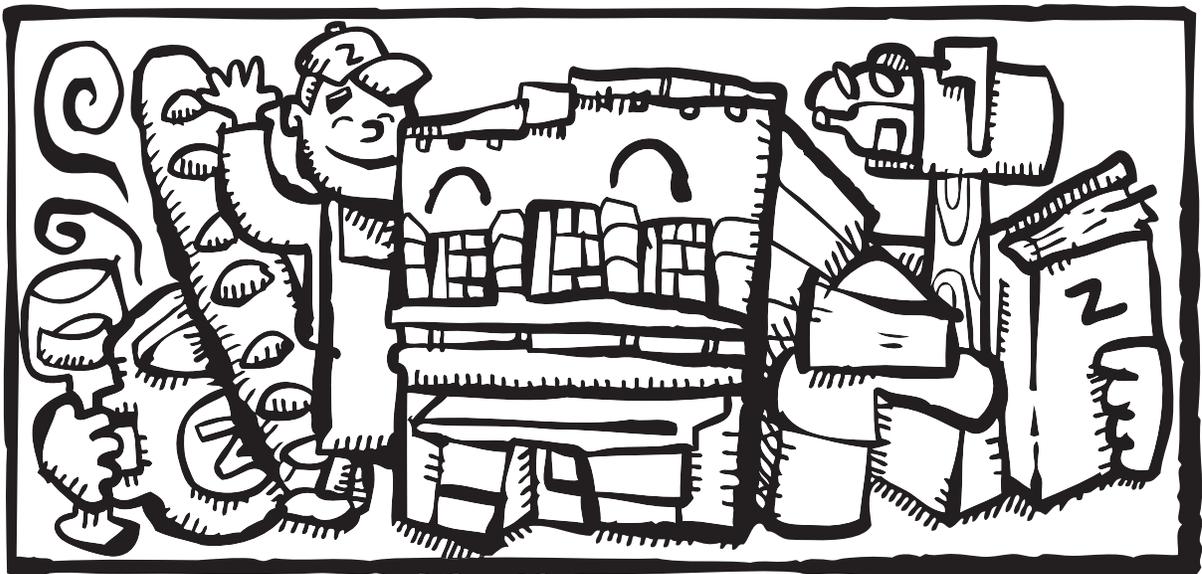
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BAKEHOUSE



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building a culture of great service

- Teach It
- Define It
- **Live It**
- Measure It
- Reward It





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for doodles ONLY!

Zingerman's service recipes

3 steps to giving great service

1. Figure out what the customer wants.
2. Get it for them.
 - Accurately
 - Politely
 - Enthusiastically
3. Go the extra mile.



5 steps to effectively handling customer complaints

1. Acknowledge the complaint.
2. Sincerely apologize.
3. Take action to make things right.
4. Thank the customer.
5. Document the complaint.



the power of language

Zingerman's® power of Language

avoid	instead try	thoughts
"Can I help you?" "May I help you?"	Saying almost anything that greets the guest and gets them into a conversation. "What can I help you find today?"	The automatic answer to "Can I help you?" is "No, just looking." It's a conversation stopper, not starter.
"You should ..."	Identify your expectations and state it clearly: "Would you please ... "; "Would you mind ... ?"; "Could you ... ?"	"Shoulds" are usually tip-offs that you have unspoken expectations.
"You have to ..." "You have to go to the Next Door for the soda."	"One option is ... "; "If you're looking for ____, it's right around the corner."; "The soda fountain is located in the Next Door, and here's your cup!"	No one likes being bossed around! Help the guest feel taken care of, not ordered around.
"I have to..."	"I'm going to ..."; "I'd like to ... "	Why do you have to? Making a conscious choice is far preferable to feeling "forced" or to "making a sacrifice."
"I can't..." "We don't do that..."	"Normally we don't, but let's see if we can find a way."; "What I can do is "	We're Zingerman's - if we can make it happen, we'll do it! Also, if we really aren't able to do what they're asking, lead with options to find a solution for the guest.
"We're out of that."	"I'm sorry, we're temporarily out of that - what we do have is ____."; "If you can wait a moment, I'll call ____ and see if we have some."	We're not out 'til we're out in the ZCoB or in town. Have an alternative in mind to offer if we're not able to get the item they wanted.
"We don't carry that (anymore)."	"I'm sorry, I'm not familiar with that. Let me check ..."; "I'm sorry, that particular item is on vacation, but we do have ____."; "Could I take your name and number and let you know when it's back?"	Don't make final pronouncements - if enough people request it, we'll start carrying it (again). Suggest something else as an option, then document their request on a Code Red.
"Anything else?" "Is that all?"	"What else can I get for you today?" "What's next?"; "How else can I help you?"; "Will you be needing any caviar with your order today?"	"Anything else?" sounds like you're trying to get rid of the customer and discourages additional sales or conversation.
"They (Zingerman's)..."	"We ..."	Saying "they" implies you are not part of the organization.
"Hold please"	"May I put you on hold?"	This IS a question, and customers can say no!
"No problem."	"You're welcome!"; "My pleasure"; "Happy to help"	When a customer thanks you, and your reply is "No problem," you are implying that it was a problem that they asked you for help.

avoid	instead try	thoughts
<p>"Hold, please." or "Please hold." *click*</p>	<p>"May I please put you on hold?" "Would it be okay if I put you on hold for a moment while ... ?"</p>	<p>We ask - then wait for the answer! Let the caller know why you're putting them on hold, and how long that might be. If it will be longer than you thought, get back on and let them know, and give the option of a call back.</p>
<p>"Let me transfer you." "I'll transfer you." both followed with *click!*</p>	<p>"Let me see if _____ is available!" "Would be okay if I took your name and number and ask _____ to call you back?"</p>	<p>It's ideal to keep the guest connected, rather than feeling abandoned in nowhere-land. When you're transferring someone, give them the number just in case they get cut off. Then always offer to connect the guest where they need to go and introduce them to the next person who will be helping them. Stay with the line until they are connected.</p>
<p>"I have to..." "You have to ..." "You should look on our website."</p>	<p>"I'm going to ..."; "I'd like to ..." "One option is to _____." "The information you're looking for can be found _____."</p>	<p>Why do you have to? Making a conscious choice is far preferable to feeling "forced" or to "making a sacrifice." Help the guest feel taken care of, not ordered around.</p>
<p>"She's not in." "He's in a meeting."</p>	<p>"I'm sorry, he's not available right now. Is there anything I can do to help?" "I'm sorry, she's not in at the moment. May I take a message?" "I'm sorry, he's not in right now. Sometimes the best way to contact her is via email, can I give you her email address?"</p>	<p>The customer doesn't need to know where anyone is in the given moment, they only need to know that the person they're calling for is not available, and that you'll make sure that the caller is either taken care of, or that you'll pass the message along. Leading with options on how to help connect the caller to who they're looking for is the best bet.</p>
<p>"No." "I can't..." "We don't do that..." "We're out of that."</p>	<p>"Normally we don't, but let's see if we can find a way."; "I'm sorry, I'm not able to _____, but what I can do is " "I'm sorry, the _____ is on vacation - however we do have _____." "If you can wait a moment, I'll call _____ and see if we have some."</p>	<p>We're Zingerman's - if we can make it happen, we'll do it! Also, if we really aren't able to do what they're asking, lead with options to find a solution for the guest. We're not out 'til we're out in the ZCoB or in town. Have an alternative in mind to offer if we're not able to get the item they wanted.</p>
<p>"I can't hear you." "You have a bad connection."</p>	<p>"I'm sorry, I'm having difficulty hearing you."; "I'm sorry, I think our connection is breaking up - would you mind calling back?" (only if you truly cannot hear words.); "Would it be okay if I called you right back to see if the line is better?"</p>	<p>Don't place the blame on the customer - use "I" statements instead of "you" statements.</p>
<p>Seemingly no one on the other end of the line ... (the mime call)</p>	<p>"Hello? Hello? I'm sorry, I'm having trouble hearing you. If you could please hang up and try back, that would be great! Thank you!"</p>	<p>They may be able to hear you even though you can't hear them!</p>
<p>"Anything else?" "Is that all?"</p>	<p>"What else can I help you with today?"; "What's next?"; "How else can I help you?"</p>	<p>"Anything else?" sounds like you're trying to get rid of the customer and discourages additional sales or conversation. We want to continue the conversation!</p>
<p>"No problem."</p>	<p>"You're welcome!"; "My pleasure"; "Happy to help"</p>	<p>When a customer thanks you, and your reply is "No problem," you are implying that it was a problem that they asked you for help.</p>

exercise



your power of language

purpose: To improve customer service by using positive, intentional language with internal and external customers.

agenda: First, working on your own, take a moment to reflect on phrases that you hear (or say!) frequently that may have an unintended impact on your internal or external customers. Write them below.

Next, working in small groups,

1. Share your Power of Language phrases.
2. Discuss what unintended messages customers might be hearing, and why.
3. Choose at least two phrases that you'd personally like to change, then edit the phrase to have a more positive, inclusive impact.
4. Be prepared to report out on your group's proposed phrases.

Limit: ____ minutes to complete



notes

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10 tips for effective telephone service

for doodles ONLY!

1. If the phone is ringing, answer it _____

2. Start out on the right foot _____

3. "Body language" talks _____

4. Politeness counts _____

5. Accuracy and attention to detail are critical



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FOR doodles ONLY!

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10 tips for effective telephone service

6. End every call by thanking the customer _____

7. You're with a customer and the phones are ringing _____

8. If you're on the phone and a customer walks up _____

9. "May I put you on hold?" is a question, not a statement _____

10. Remember to go the extra mile _____
