Managing Service

- Differences Between Services and Manufacturing
- Applying the Total Product Concept
- Cycle of Service/Moments of Truth
- Stages and Objects Of The Sale
- Seven Sins Of Service
- Golden Rules Of Service
- Service Leadership

Services v. Manufacturing

- 1. Nature of The Product
- 2. Customer Involvement In Production
- 3. Importance of Time
- 4. Quality Control Problems
- 5. No Inventories For Services
- 6. Different Distribution Channels
Applying the Total Product Concept

- The Generic Product
- The Expected Product
- The Augmented Product
- The Potential Product

Moments Of Truth

- Term first used by Jan Carlson

- Definition=Any episode in which the customer comes into contact with any aspect of your organization and gets an impression of the quality of your service.

Stages and Objects of The Sale

<table>
<thead>
<tr>
<th>Stage of Sale</th>
<th>Seller</th>
<th>Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Before</td>
<td>Real Hope</td>
<td>Vague Need</td>
</tr>
<tr>
<td>2. Romance</td>
<td>Hot &amp; Heavy</td>
<td>Testing/Hopeful</td>
</tr>
<tr>
<td>3. Sale</td>
<td>Fantasy-Bed</td>
<td>Fantasy/Board</td>
</tr>
<tr>
<td>4. After</td>
<td>Looks For Next Sale</td>
<td>“You don’t care!”</td>
</tr>
<tr>
<td>5. Long After</td>
<td>Indifferent</td>
<td>“Can’t this be better?”</td>
</tr>
</tbody>
</table>
### When The Sale Is First Made

<table>
<thead>
<tr>
<th>The Seller</th>
<th>The Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective Achieved</td>
<td>Judgement Postponed</td>
</tr>
<tr>
<td>Selling Stops</td>
<td>Shopping Continues</td>
</tr>
<tr>
<td>Focus Goes Elsewhere</td>
<td>Focus on purchase</td>
</tr>
<tr>
<td>Tension Released</td>
<td>Tension Increased</td>
</tr>
<tr>
<td>Relationship diminishes</td>
<td>Relationship intensifies</td>
</tr>
</tbody>
</table>

### Seven Sins Of Service

- 1. Apathy
- 2. Brush-off
- 3. Coldness
- 4. Condescension
- 5. Robotism
- 6. Rule Book
- 7. Runaround

### Golden Rules Of Service

- 1. Greet each guest with a warm & genuine welcome
- 2. Treat each guest as a lifetime customer
- 3. Bid each guest a fond farewell
Six Critical Skills For Effective Service Leadership

• 1. Vision and Values
• 2. Direction
• 3. Persuasion
• 4. Support
• 5. Development
• 6. Appreciation

Five Simple Things That Can Build Employee Commitment to Quality

• 1. Share the knowledge
• 2. Ask for their help
• 3. Give them authority, responsibility and direction
• 4. Capitalize on their native creativity
• 5. Give them the needed skills