



FlowRATE Newsletter - February 2017
Lessons From The Road

Customer Loyalty

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Recently all of the sales people gathered for our annual sales meeting. As part of the agenda, we held several workshops including one driven at Customer Loyalty. From the collective inputs, our team submitted their overview where they offered the following initiatives to ensure that our customers are treated properly thus keeping them loyal:

- Processing zero errors
- Providing accuracy in order entry
- Submitting order acknowledgement
- Handling every request with velocity
- Eliminating bottlenecks
- Solving problems
- Being the consultative expert on applications



This first group relates to work processes where SVF needs to be service oriented in working with the details of our customer requirements.

This second set relates to customer intimacy:

- Treating customers as partners
- Being available as a regular presence
- Being empathetic
- Being honest
- Going the extra mile
- Being friendly under all circumstance
- Walking in your customers shoes

Our sales team is dedicated to these principles – we truly hope that it shows in every aspect of the work that we do together. We do however value your input whenever we do or do not exhibit these attributes. Let us know!

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“What do you need today?”™