



# GUIDE:

## How to Improve Sales and Service Interactions



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## Why Optimized Sales and Service Interactions are Critical to Your Business

Any time your customers interact with your business, it's essential to make sure their sales and service experiences are optimized. These experiences perhaps have the most influential impact on your company's profitability out of any aspect of your business operations because they're a reflection of how well you're able to address the needs of your customers. By focusing on optimizing your customers' sales and service interactions, you're actively reducing inconveniences and making it as easy as possible for them to request and pay for your business's offering.



### What are Sales and Service Interactions?

Sales and service interactions describe the encounters a customer has with your employees in the field during the estimate, work order, or payment process.

## Benefits of Strong Sales and Service Interactions

Strong sales and service interactions enhance your ability to generate revenue and are more likely to earn you additional business through positive word-of-mouth reviews. Your existing customers are among one of your strongest marketing tools; providing them with excellent sales and service experiences keeps them praising your company to others and helps you gain more business.



Strong sales and service interactions also incentivize your current customers to stay for longer. [Jerry Jao of Forbes reports that according to Gartner, 80% of a company's future earnings will come from just 20% of its current customers.](#) This shows the critical significance of quality customer retention and how important it is to keep your existing clients delighted, as they're by far the most integral contributor to your organization's bottom line.

## Impact of Poor Sales and Service Interactions

Negative sales and service interactions reduce the likelihood of customers to give you repeat business and are remembered more by your customers than positive experiences are. Slow or ineffective manual processes hamper your employees' daily productivity and reduce the amount of time they can spend tending to customer needs, negatively contributing to the client experience. However, the good news is that these issues are often easily correctable, since they're usually a result of simple inefficiencies that can be identified with the help of data or new technologies.

If you have a poor service reputation in the marketplace, this can also make it easier for potential customers to choose your competitors instead of your company for their needs. Do whatever you can to limit poor sales and service interactions from your organization and ensure you prioritize the customer experience above anything else in your business plan.

## 3 Tips to Improve Your Company's Sales and Service Interactions

Now that we've established what sales and service interactions are (as well as why positive ones are so important), read these essential strategies to optimize them for your company prior to, during, and after each work order.



### How to Improve Sales and Service Interactions Before a Service Call

Ensure your employees are equipped with all the knowledge and tools they need to be able to provide optimized service before they depart for a service call. Provide them with the right digital tools to be able to perform accurate price estimates for service, as well as always keep jobs consistently on schedule.



### How to Improve Sales and Service Interactions During a Service Call

During a service call, offer a seamless payment experience that reduces as many inconveniences as possible throughout the process. Acquiring a solution for payments from the field increases convenience for both your field technicians and your customers by eliminating the inefficiencies of a single point-of-sale system.



### How to Improve Sales and Service Interactions After a Service Call

Once a service call is complete, get customer feedback and identify new methods or technologies to use that further enhance their experience. Incentivizing employees by coming up with a rewards program for providing excellent service or hitting certain goals or metrics is another way to set a first-class standard of service for future work orders.

## How to Measure the Impact on Productivity and Profitability

Positive sales and service interactions have a profound impact on productivity and profitability for your organization. As previously discussed, they keep your clients both coming back and recommending your business to others. You can measure their impact on productivity by tracking the length of time it takes to complete each service call (on average) and seeing where opportunities may exist to enhance the speed of each service call. From there, you can identify how many more customer-related tasks your field technicians can take on or move to because of newly added time each day.



Measure the impact of positive sales and service interactions on your company's profitability by studying trends in your business's quarterly reports as you make data-driven enhancements. This is where customer feedback is essential (and, in turn, adapting your processes to exceed your clients' ever-changing needs). Creating a culture internally that heavily prioritizes positive sales and service interactions (and an excellent customer experience) also pays dividends to your bottom line by keeping your customers happy and continuing to purchase your services or products. Your employees will also feel more rewarded, boosting morale across each department of your organization.

Use these insights to hone your sales and service interactions with customers, enhance your company's reputation, and drive more revenue.

For more information related to this topic, check out our other how-to guide: [How to Enhance Customer Experiences](#)

## Sources:

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<https://www.forbes.com/sites/jerryjao/2014/11/19/why-customer-retention-is-making-the-evolution-of-retention-marketing-part-1/?sh=5b2734f6186b>

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