

**DELIVER SUPERIOR SERVICE**

***Make MAGIC***

- Make a connection** with the customer.
- Ask questions** to diagnose the problem.
- Get agreement** on the problem.
- Involve** the customer in the solution.
- Confirm** and implement the solution.

***ACT!***

- Acknowledge the customer.**
- Communicate your desire to help.**
- Tell the customer what you *can* do.**

***Use the ABC's***

- Accentuate the positive.**
- Bounce back.**
- Continuously improve.**

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