



THE SERVICE STANDARD INSTITUTE

People. Process. Performance. HumanConnection.

HOMEPAGE QUICK GUIDE

Customer Experience, Sales & Service

A practical guide for strengthening the customer journey from first conversation through follow-up and retention.

Use this guide to:

- Identify strengths and gaps quickly
- Create a practical next-step action plan
- Know when training, systems, or follow-up need attention

"I can do all things through Christ who strengthens me." - Philippians 4:13



Customer experience is the full conversation - before, during, and after the sale.

Growth becomes harder when marketing, sales, service, and follow-up operate like separate departments. A strong customer experience connects every handoff so the customer hears one clear promise and receives one consistent standard.

1. ATTRACT

Your message is clear enough for the right customer to understand why they should respond.

2. RESPOND

Calls, messages, and inquiries are answered with speed, confidence, and a human tone.

3. DIAGNOSE

The conversation uncovers the real need before presenting an offer.

4. ASK

The team makes a clear next-step ask instead of leaving the customer to guess what happens next.

5. DELIVER

The service experience matches the promise made during the sales conversation.

6. FOLLOW UP

The relationship continues after the transaction through updates, recovery, retention, and re-engagement.

The standard: automation can support the process - human connection should still lead it.

TSSi helps organizations strengthen sales conversations, customer service, follow-up, retention, and the systems that support consistent delivery.



12-Point Sales & Service Readiness Check

Use this as a quick internal audit. Check each statement that our team can demonstrate consistently - not just occasionally.

☐ Our team can explain our value in plain language without sounding scripted.	☐ Every inquiry has a defined response-time standard.
☐ We ask diagnostic questions before recommending a solution.	☐ Our sales process includes a direct, respectful close or next-step ask.
☐ We know exactly who owns follow-up after the first conversation.	☐ We have a consistent process for no-response prospects.
☐ Customer handoffs do not force people to repeat their story.	☐ Service recovery steps are clear when something goes wrong.
☐ We track why customers buy, leave, delay, or say no.	☐ Our customer service standard is coached and measured.
☐ We have a deliberate retention or re-engagement process.	☐ Technology helps our team move faster without replacing the relationship.

Where TSSi can help

Business Growth Support Turn conversations into a clear growth plan.	Marketing Audits Identify message, positioning, and conversion gaps.
30-Day Sales Sprints Create focused activity, follow-up, and revenue momentum.	Client Retention Planning Build a repeatable experience after the sale.
Training & Professional Development Coach people to communicate, serve, sell, and follow through.	Assessments Use structured questions to diagnose the current process before prescribing training.

Simple implementation rule

Resolve -> Follow Up -> Start the Conversation -> Diagnose -> Make the Ask -> Get the Decision -> Assign the Next Action.

Want TSSi to review your current customer journey?

Start with an assessment or growth conversation at theservicestandardinstitute.com.