




Perception is 9/10ths Reality...
Managing Customer Expectations & Perceptions
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Agenda



- Evaluate Organization
- Defining Expectations
- Measuring Perception
- Marketing
- Resources and Q&A

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Selling FM "Out"...

Lay of the Land...


- Corporate Perspective
 - Vision/Mission/Goals
 - Organizational Purpose
 - Define Priorities
- Know your stakeholders
 - Department heads
 - Internal/External customers
 - Occupants/visitors/public



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Selling FM "Out"...
What do they want?


- Assess Needs/Expectations
 - Annual Stakeholder Survey
 - Unsolicited Feedback
 - Complaints
 - Service Requests



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Selling FM "Out"...
What do they want?

- Manage by Walking Around (MBWA)
 - Manage relationships
 - No HIDING in basement...
 - Not carrying tools



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Selling FM "Out"...
Execute with Excellence...

- Establish Budget
 - Services are not free
 - Negotiate Service Levels
 - Do More with More...Not Less



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Selling FM "Out"...

Execute with Excellence...

- Equip Team
 - Develop Staff
 - Succession Planning
 - Select Service Providers
 - Soft Skills
 - Ambassadors

"Always Selling"



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Selling FM "Out"...

Measure & Manage...

- Assess Perception
 - Customer Satisfaction Scores
 - [Facility Services Survey](#)
 - [General Building Survey](#)
 - [Workspace Survey](#)
 - MBWA



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Selling FM "Out"...

Measure & Manage...

- Manage
 - Automate Communication to Customer (CMMS)
 - Incorporate Feedback/Update Goals
 - Equip & Empower Staff



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Selling FM "Out" ...



- Develop Marketing Plan
- Identify Touchpoints
 - Webpage / Bulletin Board
 - Newsletter / E-mail
 - Service Desk
 - CMMS
 - Face-To-Face

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Market

- Share Successes
 - Post Goals & Progress
 - Leverage Website/Board
 - Newsletter Corner
- Highlight Staff
 - Staff of Month
 - Certs/Training
 - *"More Than Glorified Janitor"*

Always Selling!



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Questions?

www.fm360consulting.com/selling

Next Sessions:

- Managing Relationships - Down

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