

NEWPORT BEACH, CA, October 04, 2013 **/24-7PressRelease/** -- According to Mike Lallana, businesses cannot succeed without their customers. The consumer market is the sturdy foundation that the corporate world is built upon. It is a company's primary responsibility to make its customers feel at home and to provide the best service. Unfortunately, many businesses are not upholding this core value. In order to succeed, it is vital for companies to start shifting their attention more towards client satisfaction.

The Financial Brand recently posted an [article](#) highlighting today's typical customer service representative's mindset. Most associates in the workplace are showing lack of care or empathy for customers. They simply do the minimum task of answering a client's questions with an inadequate answer. Nobody is really going above and beyond to make the business succeed.

Experts such as Mike Lallana attribute this to low wages, poor positions, and lack of training. In order to combat this, companies are encouraged to start assisting their associates. They should be equipping representatives with the skills that allow them to handle day-to-day client interactions. These new skill sets will inspire confidence and motivation in the representative and make them want to help out. This, in turn, causes the company to attract more business.

One major contributor to low work ethic is the constant changes occurring all around. Representatives on the frontline are forced to adapt to quickly changing company standards as well as shifting product lines. At the same time, they have to learn to handle a clientele base that is always changing its preferences. This prevents representatives from forming a solid relationship with their customers.

A recent survey indicated that 30 percent of industry representatives do not believe that their companies put customers first. They believe that products and sales are the primary concern of a company. While it is important for a business to ensure a steady cash flow, it must remember who is providing that revenue. Business leaders need to revamp their sales strategies in order to attract more business.

Another survey compiled a list of complaints from consumers across the United Kingdom in 2013. Ninety-nine percent of payment protection insurance complaints were in regard to sales, while 92 percent of investment and pension complaints were focused on sales, service, and advice. Advisors and representatives are letting their quality slip and it is becoming detrimental to the business. Companies need to start enforcing a more customer-accommodating sales practice.

Mike Lallana Exclaims Importance of Customer Attention

Written by Australian Business

Mike Lallana comments, "The key to any successful financial services practice is the development of trust between the client and the advisor. These relationships are established by listening to the client's goals and concerns. Offering solutions with a client-centric approach, as opposed to a product-first approach, is what will transform new clients into long-term clients."

Mike Lallana encourages businesses to start enacting better client-handling procedures if they wish to keep a satisfied customer base.

ABOUT:

Mike Lallana has spent many years developing his workforce experience. When he graduated college, he immediately dove into a management consultant position at Price Waterhouse Coopers Consulting. After that, he worked at other companies, such as Northwestern Mutual Financial Network, CrowdCrave.com, and Health Matrix Direct LLC. His most recent endeavor involves the founding and operation of the Mila Venture Group. Mike is a family man and enjoys spending time with his relatives. He regularly visits Disneyland with his daughter. During his free time, he plays golf and follows USC Football.