

What This Top Rolex Seller Can Teach You About Customer Service

The customer may not always be right, but you still want to make sure they're always happy.



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I still remember the day I got my first Rolex.

It was a gift from a friend the day we decided to go into business together. It was a stainless steel Datejust with an aftermarket diamond bezel. Some friends of mine who are watch traditionalists scoffed at it, saying the diamonds devalued it. But I didn't care.

I wanted flash. I felt like I earned it.

That diamond Rolex marked a period of growth and transition in my life; a transition to a new, and soon to be much more lucrative business, while exiting from an older one. It was an exciting time. It also marked a major milestone in my life.

When I was younger I'd browse eBay for hours, looking at all the high-end watches, men's gold chains and other jewelry I dreamt of owning one day (too much rap music at the time, maybe?) So you can imagine how I felt, years later, to have my own Rolex.

Since acquiring my first fine timepiece, my curiosity around high-end watches—namely, Rolex—has only intensified. Plus, the entrepreneur in me wanted to learn more about how one can succeed selling such a high-dollar specialty item online.

So I reached out to Matthew Becker, owner of BeckerTime, to learn more. Remember how I told you I used to spend hours on eBay looking at luxury watches? Well, without even realizing it, I was probably looking at Becker's watches.

Started in 1998 by Matthew's father, BeckerTime is one of—if not the—largest seller of pre-owned Rolex sellers on eBay for a decade now. And you don't become the largest seller of anything—especially an item like that—overnight.

Nowadays, eBay accounts for only 30% of their sales volume, having since diversified to other mediums. Despite that, they're still #1.

He attributes twenty years of profitable growth to a few things: but most notably, customer service. "It could be a ten dollar gemstone we sold twenty years ago, it doesn't matter what they bought, we'll do whatever we can to make the customer happy" he said.

"The customer may not always be right, but you want to make sure they're always happy."

That dynamic, Matthew clarified, is amplified 10x when you're selling something high-value, where trust is such a big part of the transaction. How he put it, the only way people—total strangers, really—will send you thousands of dollars online is if they trust you.

The cumulative power of positive reviews has also played a big roll in his success. This emphasis on above and beyond customer service has had unintended, albeit positive side effects. Like people on forums and chat rooms recommending him, and even standing up for his brand when others make negative claims.

"It kills me.. I mean, I take it so personal when we get negative feedback. I just don't want them unhappy. I just care so much about every single person who buys from us."

Matthew cited Nordstrom as another great example of top-tier customer service, and credits his genuine passion for customer service as the bedrock of the brand's success.

From hiring like-minded customer service staff to fiercely monitoring reviews and making sure his customer service team is available throughout the entire watch buying sales cycle, Matthew recommends all business owners treat customers like family.

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