



It Is Not About The Product, It Is How The Customer Feels

Retailing today is about how the consumer feels.
It is about the feelings not the “stuff”.

1. Know Your Customer's Name

Know thy customer! Your service team should practice learning and memorizing names of your regular customers. Every time the customer returns to your place of business and they are greeted by name, it makes them feel like they are royalty.

2. Treat Each Customer as Your Best Customer

Customers want to know they are valued by your business. No customer should be an interruption. They are the lifeline of your business and should always be treated as such. Train your service staff to give complete attention to a customer. Let the customer know that their needs are the most important item of business at this very moment.

3. Smile Genuinely

Why is it so hard for some service professionals to smile? A dour-faced service professional will accomplish much less than one who is friendly. Be sure that you and your service staff practice giving a smile to every customer.

4. Resolve Issues Immediately

If you have a customer with an issue, resolve it immediately. Nothing makes a customer feel valued and important than when you drop

