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“The Three and One- Half Secrets You Need to Tune Up Your Business!” By Madeline Frank, Ph.D.

What Does Excellent Customer Service in Business Mean? If you went into a business and the sales person was rude to you would you stay in that store and purchase anything? What if your apartment manager or hotel manager said they would fix your broken toilet next week? What would you do? Would you check out of the hotel and find one where the toilet was working?

Suppose a relative, or your son or daughter spoke to you in a rude manner after you bought them a gift, paid for their College/ University classes, dormitory fees and cafeteria fees? Would you want to continue helping them?

Lessons from a Corner Grocery Store

Once a week I go to buy groceries in a small grocery store near my office. The Clerk at the store always has a smile for me and treats me like an old friend. If I look puzzled she asks if she can help. She is always dressed neatly and cleanly. She treats me with respect and I always enjoy purchasing my grocery list at her store. Usually I purchase more than I have on my list because I feel so comfortable and happy walking into that store

and shopping. I always leave the store feeling a little bit happier in side. Some of the items might be a few cents more, but I would rather buy at her store because of how I am treated.

What You Should Not Do in Your Store.

There is a local chain grocery store near my house. The cashiers never smile and many times I have to remind them that the item I am purchasing is on sale. The final straw was when a clerk threw my canned goods into a bag and dented them. I went to the manager, I was so unhappy about my cans being dented. The manager brought me new cans to substitute for the dented ones, but I did not want to go back to this store.

By the way the manager did not smile either. All customers wish to be treated with courtesy and respect. If we don't get it we will find another store.

How to Run Your Business

My family and I regularly go to a local moderately priced restaurant to eat dinner as a treat for getting through a hard week at work. The minute we walk in to the restaurant, the waitresses and the owner, if available, greet us by name with a big welcoming smile on their faces even when the restaurant is filled to capacity. They always make us feel welcome asking us how our week has been?

The service is always excellent. The waitresses do not mix up our orders with another table and they always make sure we have the right beverage to drink and bring rolls while we wait for our order to be cooked fresh. The waitresses have on colorful shirts with the logo of the restaurant with clean and neat looking slacks or skirts.

During holiday times they will decorate the restaurant and wear clothes to follow that particular holiday. We feel like family going to this restaurant. We ask how their spouses and children are and ask them how they are feeling each week?

The restrooms are clean and well maintained and the toilets and the sinks work and have soap and paper towels to dry your hands. There is a note on the wall by the sinks about scrubbing your hands with soap and water and counting to 20 to make sure the soap has helped clean your hands. They care about cleanliness in this restaurant.

How Not to Run Your Business

We recently went to a new restaurant that just opened up near our home. When we entered the new restaurant there was no smile on the owners face. We were seated and ordered off the menu. No bread was served. My husband ordered the fresh fish of the day. When the food finally arrived, after 30 minutes of waiting for it to cook, the waitress brought someone else's order of pork chops. She said she was sorry, but the other table had already eaten my husband's fresh fish of the day. That was the first and last time we went into that restaurant.

Treat Your Customers' Right.

My family and I went on vacation by the ocean. We had planned this vacation many months in advance. We had been in our hotel rooms for an hour when the toilets backed up. We went over to the manager's office and told them what happened. They sent someone to look over the problem and they said it was major plumbing problem and the manager made a few calls and put our family in a house they owned by the ocean. The house was a dream where our whole family could unwind and enjoy

themselves. This is how a complex should be managed. If something brakes down at your hotel, apartment building, office building, or restaurant have the problem fixed immediately. Don't wait till tomorrow!

Notes:

What are the Three Secrets You Need to Know to Develop "Excellent Customer Service" in Your Business?

1) In business to retain customers during this shrinking jobs and services market, we need to train sales people to do the following: Smile, be polite, be helpful, be knowledgeable, be clean, well groomed, dress appropriately and make a good first impression so our customers want to continue being our customers.

2) Sales personnel should speak to customers and their family members in a reliable and timely manner. If your employees know your customers name call them by name. The customer will feel that you care about their business and they will want to continue doing business with you.

Examples of What Not to Do:

- Employees should not be talking to their friends on the phone and ignoring their customers.

- If your sales personnel are responsible for apartments, rental homes, offices, buildings, or hotel rooms and the toilet is broken it must be repaired immediately. Not tomorrow! Remember leaking pipes only get worse, can destroy buildings, and be costly to repair!

3) If you are answering the phone at a business, answer the phone as quickly as possible. Do not wait for it to ring 4 to 5 times. The customer may be ordering a large shipment of goods or booking a reservation for 40 people. If you wait to answer the phone you will lose the sale!

Remember to smile into the phone, be polite (say please and thank you) and be committed to giving excellent service today. Your employee might say "but they cannot see me!" That is true, but they can tell by the inflection in your voice that you are smiling and want to be helpful.

If you do not know the answer to their question, tell them you will find out immediately what the answer is and will call them back in 2 minutes. Remember to call back as soon as possible! Your customer will want to do business with you because they can rely on you to keep your word and solve their problem.

3a) If your employees are responsible for getting things repaired whether in a building or a business they must be reliable and have the problem or problems repaired immediately. Remember leaking pipes only get worse and can destroy buildings!

Notes:

The bottom line in this shrinking business market is to keep your customers happy by having a positive attitude and working in a timely, reliable and friendly manner. That means the "First Impression" you and your employees make can never be repeated. It takes only a few seconds for a customer to decide if they want to do business with you. We want our clients to come to us for the solutions to their problems and we want our clients to recommend their friends to be our new clients.

As the owner of several successful businesses I understand “we are there to serve our customer.” The bottom line is if we don’t serve our customers they will go to a different hotel to stay, choose a different apartment complex to live in, go to a different restaurant, and purchase their goods from another store.



My hope is that this e-book will be a useful tool for you to “Tune Up Your Business.” I welcome your success stories, ideas, and thoughts.

Remember to never, never give up on your dreams, your family or your business!

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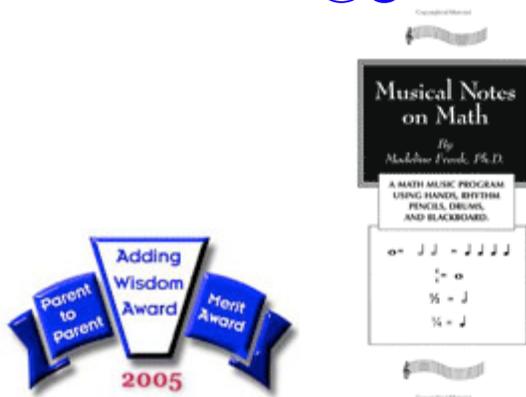
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Madeline Frank, Ph.D. is an Amazon.com bestselling author, E-zine Articles.Com expert author, sought after speaker, business owner, and concert artist. She helps businesses and organizations discover ways to **“Tune Up Their Businesses”**. Her innovative observations show you the blue prints necessary to improve and keep your business successful.

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