

## **It's All About the Customer**

And if you think it's not, go back and read the title of this article again!

When YOU are the customer, who is it all about? You, of course! That's why it's no different for YOUR customers. They want what they want, when they want it, how they want it, and at a price they want it for. If you aren't ready, willing and able to give it to them, they'll find another company that will.

So how do you make it all about the customer?

For starters, make it easy for them to reach you, to talk to you and to do business with you. If they call you on the phone and are put on hold with the message, "Your call is very important to us, please hold on", what message is that giving to your customer? Have a real, live person promptly answering your phone. And make sure that the employee knows how to answer the phone. Do they sound friendly and professional? Or do they sound annoyed because they were just interrupted by the ringing phone?

Use your customer's name. And give them yours. There's no better way to build rapport and personalize the interaction than by using your customer's name. Dale Carnegie said "There's nothing sweeter than the sound of thine own name". People feel special when other people say their name.

Ask your customers questions. Don't assume you know what they want. They rely on us to provide solutions to their problems. If we don't have all the facts, how can we make the right recommendation to them?

Do what you say you're going to do. If you say you're going to call someone back by 3:00PM, do it. Even if you don't have the information you promised your customer, call them by 3:00PM and let them know you are still working on their issue. If you promised your customer delivery by Thursday, have the product there by Tuesday. And if you know it won't be there by Thursday, call them in advance and let them know.

Thank your customers. Every time. Remember, they have a choice as to who they do business with. And if you don't value their business and appreciate them, they will find someone who will!

Make it all about the customer and the customer will reward you with their business. They'll feel good about doing business with you. And they'll tell others about you and your company and the service you provided. And that my friend is the best way to grow YOUR business, by referrals, from the people who are already doing business with you.

After all, it is all about the customer. Because without them, we don't have a business.