

Thought for the day – 11

‘How can I take better care of my customers?’

Quality doesn't only apply to merchandise. It also means good service and caring about your customers wants and needs. Here are five specific steps for taking better care of your customers:

1 Conduct your own survey

Profit from the ideas, suggestions and complaints of your present and former customers. Solicit their ideas for new products and better service.

2 Meet your customers in person

If your business has grown to the point where you spend most of your time in the office or travelling, take the time to talk to the customers who buy and browse. Observe and ask questions. Think like a customer.

3 Check telephone handling

Bad handling can undermine efforts to build a profitable enterprise. Rules of good handling, such as prompt answering and a cheerful attitude of helpfulness are of critical importance. Check on telephone manners periodically by having someone whose voice is unfamiliar play the role of a customer, perhaps a difficult one.

4 Make it a team

Continually drive home the crucial message that everyone is part of the success machine. Build customer consciousness throughout your organisation. When you hold group meetings, invite ideas from everyone and discuss those ideas.

5 Take advantage of after-hours influence

This is the time when you build, in an informal way, the friendly feeling that draws people to you and your business. Turn friends into customers and reinforce customer loyalty. Take advantage of the relaxed atmosphere of a game of golf, a cocktail party or just a neighbourly chat.

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This thought has been taken from Graham's book 'Companies don't succeed, people do!' Graham delivers outstanding sales training – click [here](#) for details of some of his programmes.

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