

THE IN-HOUSE TRAINING COMPANY

Thought for the day – 8

‘Customer satisfaction is not satisfactory’

Nowadays people expect to be satisfied when they give you their custom – satisfaction is a minimum standard.

Think about it: did you do cartwheels when your school report said ‘Satisfactory’? Of course not! You wanted remarks like ‘Excellent’ or ‘Exemplary’.

Don’t settle for satisfied customers in your business – aim instead to make them astonished! Someone once said that he wanted customers to feel the same way about his company as an audience feels about a great illusionist: ‘Wow! I didn’t know you could do that!’

How many times did you make someone go ‘Wow!’ today?

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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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