

## Are you too busy to provide the service that your customers expect?

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The everyday demands of operating a business are time consuming for every owner especially if it is a small business. Aside from the operational issues, you need to constantly devote time finding new ways to **grow the business and increase profitability**. It is easy to sometimes forget about your single most important business asset... your customers.

Either through personal or staff contact, **do not neglect the attention and service your customers need and deserve**. If you find yourself short of time, multiply your effectiveness by spending it with staff, empowering them with the skills and knowledge they need to build customer relationships. Showing customers you care through your words and actions increases your sales and may get you some profitable business referrals.

Rekindle some of the things you did in the past that made customers feel good about buying from you. For example, **send a letter of thanks to every new customer**, making them feel welcome. Send a card to remember them on their next birthday or simply add the words *"Thank you"* at the bottom of your invoice.

If you really want to make an impression, **go above and beyond the call of duty**. Give them an unexpected discount on their next purchase because they are a loyal customer. Perhaps you can give them free advice to resolve a problem. Whatever it may be, taking the time to give your customers good service and letting them know that you care about them will drive your profits skyward. It takes so little time and makes you and your customers feel so good.



### About the Author

Bob Hoffman is a [SEO Digital and Print Copywriter](#). He has more than 30 years business experience in management, sales and graphic arts and is currently the director of Pebble Ridge Corporation Pty Ltd trading as PRC Marketing.

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