

Want more business? Give your customers exceptional service.

Written by Bob Hoffman
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Everyone wants more customers. Getting them can be an expensive proposition but necessary to sustain your business. **It is far less expensive to keep your existing customers** by simply making them happy every time they buy from you. One of the easiest ways to do it is providing exceptional customer service. What you do for your customers is important but how you do it will usually decide whether they buy from you again.

For example, I recently visited a local restaurant with my wife and we ordered their grand opening special. The white linen tablecloths, imported china, polished silverware, comfortable seating and mood lighting prepared us for what we thought would be a wonderful dining experience. The owner had invested considerable time, money and effort to create a beautiful atmosphere with attention to every detail... almost.

We waited for more than one hour until the waiter finally brought the meals to our table without an explanation or apology. When questioned about the reason for the long delay, the waiter remarked, ***"It's not my fault. It's those guys in the kitchen that don't know what they're doing."*** Before leaving the restaurant, I spoke with the owner about the waiter's remark. He said, *"I appreciate your bringing this to my attention. Before I can work on the table service, I need to get the equipment and staff in the kitchen working right first."*

He was more concerned about what he was doing and less about how he was doing it. In other words, the method of delivery is less important to a customer than the experience of receiving it. **Make your customers feel welcome and appreciated.** Show them that their business is important to you by giving them the same service you would expect.

Work on providing exceptional service by continually improving the means of delivering it. You will keep your customers and be pleasantly surprised when they refer your business to friends and associates, bringing you new customers that you need and want...**absolutely free.**



About the Author

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