

Caring for Your Customers

By Terri Seymour

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My Own Ezine <http://www.myownezine.com>

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You probably think I am going to say something like, "The customer is always right." Right?? Wrong.

I have many philosophies when dealing with customers, but I definitely do not believe that the customer is always right. However, when the customer is wrong, you must handle the situation delicately.

There are many types of customers and each one needs to be treated with respect and consideration no matter how difficult they may be. I have found that most (not all) people can be soothed out of their "nastiness".

I used to work at our local casino and I would get all kinds of customers to deal with. Most of them were very pleasant as in the IM business, but there were a few that were very difficult. There was this one night when I came in contact with this particularly difficult lady who, of course, was having bad luck. She was just a bit**in" and blaming the casino!!

I calmly yet firmly talked to her in a reassuring and respectful manner each and every time I came around. I noticed that each time I did talk to her she became more and more relaxed and controlled. Until finally, later in the evening, I went into the Ladies Room and who should be there, but the difficult lady! Well, as I came in, she burst out, " There she is. There's that girl who was so nice to me all night long and made me feel so much better"! She could not have been more grateful. ;-)

Now this will not happen everytime you run into a difficult customer, but it could happen often. Treat people with respect, kindness and consideration and more often then not, you will be able to calm down a dissatisfied, belligerent customer. Listen to the customer and let them know you will do everything possible to get the problem resolved. Show them that you care!

You need to actually care about your customer and care about making sure they are satisfied with you and your service and/or product. Do not just think of the customer as another sale.

If you get the eternally nasty customer who will not be consoled no matter what you do, do not lose control or sink to their level. Remain calm but firm. The customer is not always right no matter how much they think they are. Be courteous and polite.

Since I have been online, I have only encountered about three customers of the eternally nasty type. ;-)
I did my best, but to no avail. So I had no choice but to send them on their way. I stood up for myself and for MOE and did not insult them in any way. But as we know, there is just no pleasing some people.

I would say that 99% of the people I have encountered online have been absolutely wonderful! They make it easy to treat them with respect and courtesy. I, who has been painfully shy most of my life, love working with people and enjoy interacting with them online and offline. I think all (well, almost all) people are good in one way or another and deserve to be treated as such.

This is why I do business by the motto:
Treat others as you would like to be treated and
Be true to yourself and your customers!

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