

5 Quick Keys to Keeping Your Customers Satisfied!

By William Montgomery

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What are 5 simple keys that are so often overlooked? Why are these simple keys ignored when the consequential results have caused the ruin of countless small businesses?

1. Watch The Winners!

Study thriving companies. Study their techniques and concepts. By studying winning companies you will realize your own obligation to serving your customers. You will build on that commitment. By watching these winners you can learn to use tools and ideas to help you to better eradicate the heart of your customers' dissatisfaction.

2. Get Out Your Slide Rule!

You will find that in your study of successful companies that one of the key elements is the benchmark. They benchmark everything! They gauge sales and losses, successes and failures, They know what's working and what's not. This especially helps relate to their performance and effectiveness with their customers. By dissecting these benchmarks YOU can best tell where your improvements need to be focused. Such benchmarks as comment cards, surveys, customer interviews or mystery shoppers are just a few ways to measure customer satisfaction, product control, company and/or employee service.

3. Know Your Customer!

Too many businesses fail for one simple and fatal mistake; they fail to hear their customers' voice. A successful company holds an open ear for both the pleased and displeased customer. Remember, your business is based upon the premise of a customer satisfaction rather than product or service supply. Get to know your customers as know your family. Satisfy your customers' needs completely and you'll go far!

4. Being Proactive!

Providing quality as the customer sees it means providing your customer with both product quality and service quality. Today's consumer market is more demanding than ever. If you wish to do more than survive, learn to not only offer service quality, but "proactive" service quality. Try to identify and satisfy their needs before they lodge a complaint or make the move to your competitor.

5. Out With The Old...

As you begin to apply these techniques and consider how you can better serve your customers you may find one of a hundred little things that can be eliminated or improved upon. With this knowledge you will have access to gain a bigger customer base and keep your present customers satisfied.

Of course, the biggest key of all is to constantly challenge yourself and your company to get better at serving your customers every day!

Be well, Be Successful, But Don't be a Stranger!

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"Wild Bill" Montgomery

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