

THE SWEENEY TICKET

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Quality Does Matter... So Every Business Needs To Take It Seriously

If you don't think quality matters, just ask your customers. Whether a business is in the retail sector, service, or manufacturing, quality is an important issue with customers. They expect certain levels of quality and remember what they receive long after a sale.

Levels of Quality - There are definitely different levels of quality delivered by a business depending on the product, service, or industry niche. In other words, a different level of quality is expected from a high-end, luxury automobile versus a low-priced, economy car. Likewise, better quality is expected from a high-end, name brand clothing article than what is normally

Workshop Seminar Attracts Several Local Nonprofit Organization Representatives



In early October, Denis Sweeney of *Sweeney Enterprises LLC* and Mark R. Wille of *MRW Consulting* presented a half-day workshop seminar on fund raising strategies and marketing tips for nonprofit organizations. The local nonprofit staff members who attended learned how social media can be used as an effective public relations tool as well as how board members can leverage their professional expertise and personal strengths to excel in the fundraising process.

Video Storytelling at Work



To help spread the word about its mission, Wellness G.I.F.T.S. utilized *Sweeney Enterprises LLC* to videotape and produce a promotional video. Wellness G.I.F.T.S., located in Bath, NY, provides several retreats throughout the year for children of all ages with special needs and their families.

Wellness G.I.F.T.S. Director, Nicole Blough, offered her thoughts on the video project, *"As a small nonprofit with a tiny budget, it was so wonderful to be treated respectfully and with compassion."*

found in a large discount retailer.

The bottom line is that businesses must compete to be the "best in their class" when it comes to quality. They must prove to customers that the quality they deliver is what is promised and expected.

Dollars Saved, Dollars Lost - When business decisions are made to "skimp" on quality by saving a few dollars today, the end result is customer loss rather than customer retention. Obviously, non-returning customers equate to lost future dollars. Sometimes, of course, a quality issue arises that was not foreseen by the business and inferior products are sold or services delivered. How these situations are handled make the difference between retaining or losing customers.

Handling Quality Issues - When quality issues first arise, they must be dealt with immediately with a variety of alternatives. Products can be replaced, service reworked, discounts given, money refunded, or other options that will either alleviate the problem or rectify the situation with a customer.

Moral of Story - If there is a quality issue, figure out how to resolve it immediately!

Successful Tips to Live By



Whether you own a business, work at one, or are a customer, everyone benefits by following these words of wisdom in our everyday activities...

- **Quick to Listen:** A great principle in dealing with difficult and upset customers. Be quick to listen and slow to speak.
- **Procrastination:** Procrastination wastes time and is a delay tactic in business. Take an opposite approach. Initiate immediate action or delegate.

- **Hope:** There are many different strategies successfully used in business. Hope is not one of them!
- **Enthusiasm:** Great enthusiasm can sell mediocre products and services better than little enthusiasm can sell great products and services. Work on making enthusiasm a top priority with everyone in your business because everyone in your business is in sales!
- **Time:** We never seem to have enough of it; therefore, we must allocate wisely what we do have. Allocate time based on the key priorities of your business and where you and your employees can make the most impact.

Visit Sweeney Enterprises LLC on the web at www.sweenenterprises.com to learn how Sweeney Enterprises LLC can serve as your marketing/public relations/video production consultant.

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