

2018 Food For Thought

Creating "BUZZ" in 2018

1. **Make customers feel special-** so that they go out of their way to find you to do business with
2. **Get the first 4 seconds right-** because judgment happens that fast. On the speaker or in person.
3. **Say something nice-** small talk breaks down barriers.
4. **Personalize your interactions-** by introducing yourself or adding a personal touch to conversations.
5. **Show you care-** this will only work if you really do.
6. **Make positive choices-** little things that make the customer feel good.
7. **Be curious-** to find out how you can be better
8. **Create great memories for customers-** carry out all interactions with excitement and personality.
9. **Make a difference-** step outside of your normal routine and do something special.
10. **Observe customers-** its harder than you think but it will be worth the effort.
11. **Deliver as agreed-** keep your promises because if you don't all the rest is just talk.
12. **Practice good manners-** it may take a little extra effort but it is well worth the effort.
13. **Answer the speaker quickly-** be prepared with a smile, it shows through in your voice
14. **Minimize the wait time-** work on proper procedures to lower average times.
15. **Follow-up-** the end of a transaction is not the end of the relationship process. Check back often.
16. **Be totally honest -** always let your customers know what is going on and never hide bad news.
17. **Be hospitable-** behave towards customers as you behave towards great friends.
18. **Be flexible-** and ready to remedy a mistake in a positive manner for the customers.
19. **Give customers the benefit of the doubt-** even if they can not back it up, otherwise you are suggesting they are not telling you the truth.
20. **Be generous with customers-** even if goes against following your regular practices at times.
21. **Create an experience for customers-** both positive and memorable. Show how trilled you are to see them at your store and express how you want them to return.
22. **Warm up your welcome-** the best way to make customers feel they are wanted and appreciated.
23. **Make eye contact-** work with your eyes, that is why they are called the mirrors of the soul.
24. **Work on your voice-** pace, tone, clarity, to communicate interest to your customer.
25. **Celebrate with your customers-** birthdays, weddings, etc. you might see or hear indications from your customer. If you communicate with your customers you will find out valuable information.
26. **Treat your customers like a star-** when you treat them like a star they will sooner or later start acting like one, which will make your job much more interesting and rewarding.
27. **Invest time into your customer relationships-** and empathize, forgetting your own problems and translate positivity to the customer. Respond in a sensitive and intelligent way.
28. **Go out of your way to help-** put aside other lower priority tasks to help your customers find solutions to their needs and wants.
29. **Take the lead-** empower front line crew members to make decisions in favor of customers.
30. **Stimulate team spirit-** get the team together and get suggestions on what starts "buzz" and what sustains it and then start it, consistently.
31. **Find Buzzing team members-** the ones that are always asking questions and never stop learning. They are on a voyage of learning and are your stores most valuable asset.
32. **Listen to your customers-** set a goal of learning at least one new thing about one customer each day. If you want your customers to listen to you, you have to listen to them.
33. **Praise your customers-** look for the good in all of your customers and interactions.
34. **Use their names when possible-** that is the best way to personalize a relationship.
35. **Undertake good deeds-** open doors, carry bags, etc. and make positive suggestions to customers.

When managers give their highest priority to getting the "people thing" right, they will radiate a positive energy that will trickle down to crew and customers.

Which WILL create "BUZZ"