

# Customers 1st

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## Taking care of Customers 1st, is the WAY TO BUILD A "STRONG" BUSINESS!

In today's business environment everything is so fast, and many times it **seems** like the bottom line \$ "profit" is the only "motivation". However... **without "happy" customers**, there will eventually be **no \$ profit**.

A Strong Business is "Built" on **Building Relationships** with Customers, and on **Getting Referrals**.

**Customers** need to be treated like a **friend**; a friend who is **appreciated**; someone we would like to see **coming back**, for at least 20 years.

Isn't "**Customer Service**" really just a modern word for "**Old Fashioned Hospitality**"...

The dictionary meaning of hospitality:  
**(hos-pi-tal-i-ty)**

1. the friendly reception and treatment of guests or strangers.
2. the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.

Here are a few **ideas of taking care of customers** with "Old Fashioned Hospitality":

- Graciously Giving a few extra moments of our time; as Time is the most valuable thing we can give our customers.
- Slowing down and taking the time to listen to what the customer is saying:
  - - Do they have a problem or complaint; if so take it seriously and take the time to take care of it immediately.
  - - Does the customer need an explanation or clarification on a product or service which is offered; if so take the time to thoroughly explain until the customer feels they fully understand.
  - - Or, Does the customer just want to express how much they enjoy doing business with you; if so, take the time to enjoy the moment and accept the accolades.

**Customer service** should never be determined by how much \$ money a customer is spending...

- Or depend on how much someone gets paid to take care of a customer...

What about **Customer Service** which is **done out of sheer love** for the customer; Wouldn't this be what true Customer Service is about...



Tammy Taylor  
CEO, Tammy Taylor Nails Inc.  
Entrepreneur and Business Owner since

Quote:

**Hospitality should have no other nature than love.**

- Author: Henrietta Mears

Our level of "Customer Service"/"Old Fashioned Hospitality" **determines whether our customers will want to come back**, and especially whether they will **tell their friends, and send referrals.**

**What does "Customer Love" and "Old Fashioned Hospitality" look like to you?**

**With love,  
Tammy Taylor**

Romans 12:10 Love each other with genuine affection, and take delight in honoring each other.

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