

## If You are Available the Customers Will Come...

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To stay competitive "MORE than ever before", we need to make ourselves more available to our customers and make everything more convenient for our customers.

Are you in your business working at least 40 Hours a week?

Do your customers know what Days and Hours you are at work?

Do your co-workers know what Days and Hours you will be at work?

Quote:

*"You have to perform at a consistently higher level than others. That's the mark of a true professional.*

*Professionalism has nothing to do with getting paid for your services."*

Author- Joe Paterno



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

**In order to keep Clients and build a Clientele, customers need to know what Days and Hours you will be at work.**

Let's say your customer is out doing errands, or they get off work early and they feel spontaneous and would like to have a service done, or buy some products, but they don't know your schedule. (you don't want them to go somewhere else)...

Or...

A New "potential" customer is walking by your business and they are trying to find your hours, so they can come back later.

Anyone trying to run a business "without" having designated Days and Hours will have a tougher time "building" a Clientele and keeping a Clientele, especially in this New Economy.

Here are a few things that are very important to help you stay competitive and keep your business prospering:

1. Make sure your Days and Hours are posted where your Clients and "potential" customers can see them; like on your business card, your website and all promotional material.
2. Always be at your business during these times, even if you are not busy or if you get cancellations.
3. Answer phone calls when you are not with a customer instead of letting it go to voice mail, and when they do need go to voice mail call them back immediately when you get a break.

4. Make sure the Receptionist and all of your Co-Workers know your schedule and have your Cell#, in case a customer needs an appt. or has a question.

**I have found through years of experience; even when you do not have appointments, "if you are at your business" and ready for customers "the customers will come"!**

*With love,  
Tammy Taylor*

James 1:3-4 For when your faith is tested, your endurance has a chance to grow. So let it grow, for when your endurance is fully developed, you will be strong in character and ready for anything.

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