

# The Little Things Make Us More Successful....

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Many times we think it is the big stuff that makes the biggest difference in our business, however, this is usually not the case; it is usually all the **little stuff** added together which ends up being bigger than the big stuff!

There is a saying "don't sweat the small stuff"; which I do not agree with; I feel **if you sweat the small stuff, then it does not become the big stuff**. Also, **customers notice the small stuff** more than they notice the big stuff.

**Why do I like to do business with some people, more-so than others?**

If we really think about this question intensely, we can answer our own question about: How can we make ourselves the "**ones**", whom **others want to do business with**, more than they want to do business with someone else!

Quote:

Do right. Do your best. Treat others as you want to be treated.

-Lou Holtz

When I am doing business with a company or individual, it is always the **little stuff** which **makes a huge difference** to me.

I was curious about what made others do business with a company or individual, so, I started asking around, and this was the same answer I was getting from everyone, **the little stuff is what makes the difference**.

Quote:

Memorable customer service can only take place in a human-to-human situation.

-Jeffrey Gitomer

**These are the characteristics, all of my favorite people I do business with, have:**

1. They are GENUINELY NICE. They never make me feel like I am asking a silly question or inconveniencing them.
2. They are REALLY HAPPY to hear from me or to see me, even if I do not need to buy anything.
3. They ALWAYS REMEMBER MY NAME. Even if I haven't needed their products or services for awhile, they make me feel like a long lost friend.
4. They ALWAYS REMEMBER SOMETHING I TOLD THEM and they ask me about it.
5. They ALWAYS TELL ME THE TRUTH, even if it is not the answer I wanted to hear, it is an honest answer.
6. They ALWAYS DO WHAT THEY SAY and if they can't, they let me know right away, even at the risk I might be upset, they tell me anyhow.



Tammy Taylor  
CEO, Tammy Taylor Nails Inc.  
Entrepreneur and Business Owner since 1981

7. They ALWAYS GIVE ME JUST A LITTLE MORE than I expect. The Quality of their Products and/or the Quality of their Service is always just a little better than anyone else.

Quote:

Remember, the deepest principle of human nature is the craving to be appreciated.

-William James

I think this quote really sums up all the above, "the people I like to do business with make me feel appreciated".

*with love,  
Tammy Taylor*

1Peter 4:9 Offer hospitality to one another without grumbling.

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