

## Holidays: A Time For Telling Customers You Care by Deborah Chaddock Brown

December: a time for Christmas music, decorations, lights, parties, cards, shopping, baking, wrapping, closing out your books for the end of the year, school music programs, and lots and lots of stress. We can be so busy juggling work, social engagements and home life that the last thing we think about is going out of our way to let our existing customers know how important they are to our lives.

Sam Walton, the founder of Wal-Mart created a credo that every employee is expected to know by heart and most important; live every day:

*"I solemnly promise and declare that for every customer that comes within ten feet of me, I will smile, look them in the eye, and greet them, so help me Sam."*

Imagine the turn over of a big discount chain like Wal-Mart and yet, so help me Sam, when I shop in a Wal-Mart I am greeted, the employee makes eye contact and I'm filled with a sense that they are aware of my existence. In fact, the other day my daughter and I were in a hurry and we ran into the new Super Wal-Mart to pick up three things.

I had just dropped off my son at rehearsal and I had 70 minutes until I had to be at my own choir rehearsal. As I raced in the door, grabbed a cart and headed into the store, I was intent on my task and totally missed the greeting. My daughter tugged on my sleeve and said, "That woman just said hi to you." I turned and she was still looking at me, hoping for some acknowledgement. She really looked like she was happy I was there and disappointed that I'd "dissed" her, however unintentionally. I apologized and said hello and she welcomed me to the store. I took care to move a little slower and be more aware and sure enough, each employee greeted me and asked if I needed help finding anything. They were telling me they cared about my shopping experience.

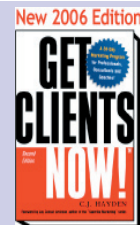
How often do we stop and let our customers know we care? Do you greet them by name? Dale Carnegie said, *"If you remember my name, you pay me a subtle compliment; you indicate that I have made an impression on you. Remember my name and you add to my feeling of importance."*

Take time this month to let your customers know you care.

Looking for unique ways to say thank you? Visit Just Sell ([www.JustSell.com](http://www.JustSell.com)) and click on the free Gratitude Guide offering 8 new ways to say thank you this holiday season.

Interested in sending your customers a thank you message? Give me a call, I can help.

**330-414-8792**



## Get Customers Now!

Looking for new customers in 2008? I'm reading a great book that I highly recommend. The book is called Get Clients Now by C.J. Hayden. C.J. breaks down the prospecting task into four categories:

- Filling the pipeline
- Following up
- Getting speaking engagements
- Closing the sale

She walks readers through a 28-day process in which you select three goals in one of the above categories. You select from a menu of tips, techniques and tools to help you achieve your goals. You complete the process multiple times as you work through each of the four categories. It's an easy read and her website provide additional worksheets to help as well as coaching sessions and on-line support groups.

I'm working on the Following Up stage and began my 28-days yesterday. Follow along and get new clients now for your business!