

*For Immediate Release: September 1<sup>st</sup>, 2010*

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## **Treat Your Customer Like a King**

How many times have you been to a retail store or a restaurant and the first person employee you see is not smiling? What if you had a problem/complaint and needed a solution to this problem/complaint? I am not sure if it is the current recession, but people are less friendly. People should be happy to have a job, even if they do not like it. Putting on a smile for eight hours a day might seem like a job all in itself, but without customers, the company you are working for would not be in business and you would not have a job. I am not a doctor, but I can't imagine walking around all day with a sourpuss on your face is healthy. In fact, it probably leads to more stress. The more smiling that goes on, the better the chance of the consumer purchasing something from you (people do business with people who they like) and the greater the chance of them passing along your name to friends, associates, etc.

Being truthful is becoming more of a scarcity. Many people are looking to make the quick buck, but consumers' are smarter than they have ever been. The internet makes them smarter because they can do research on the product, competition, and the company itself. People are getting better at spotting a liar. They can usually see right through a liar and quickly hang up the phone or leave the store. Everybody has competition and the consumer has choices. I recently received a phone call from a person who had a feeling the person he was about to sell his card collection to wasn't being honest. He called me and his gut instinct was correct. It is always a good idea to get two or three opinions when doing business. You become better educated and start to develop a feel for whom you feel comfortable doing business with.

Many small business owners' operate exclusively on the internet. They each have their own policies. (Refund, Shipping, etc.) If you advertise on your website that product will be shipped within twenty four hours, **SHIP THE PRODUCT IN 24 HOURS**. If you are like me, you eagerly check the mail everyday to see if they package arrived. When you find out that after a week, the product still has yet to be shipped, that person will never buy from you ever again and will most likely spread the word.

Treating the customer like a King is a great way to make more money. The simple things that are listed above are so easy to implement, yet so few people are using them. Do yourself a favor and for one week, really focus on your customer and making them happy. Then email me after one week and let me know how it goes.