



# Business Builder

## Tips & Techniques to Help Your Business Grow

## Behavior is What Customers Remember

If you have listened to your customers and identified their needs, you are ready to carry out an action plan. This means taking action to ensure that they right steps are taken, by the right people, as fast as possible.

**Simply stated: it means doing what you said you would do!**

To be truly successful in business, you need to follow up with your customers, keeping them informed of any progress or delays. Many customers complain about a lack of communication between departments or employees. To reduce this cause of friction, make sure you let the right people know what they need to know. Keeping people informed before something happens is much easier than telling them after you have a disgruntled customer.

Often, small tasks that we put off until later cause the biggest problems. Here's some suggestions on how to avoid these:

- [Act on messages as soon as you get them.](#) Don't throw them on a pile on your desk. Take a few minutes and return calls immediately.
  - [Respond to your voicemail as soon as you receive it.](#) These are easy to forget since they aren't written down. Make a list and call people back right away.
- [Put things back where you found them.](#) Simple concept but often the source of chaos in a business.
- [Keep people informed of any changes that affect them.](#) A simple phone call or email works wonders at keeping people happy!

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