



Business Builder

Tips & Techniques to Help Your Business Grow

TLC: Think Like Your Customer

It's no coincidence that TLC not only stands for "tender loving care," but also "think like your customer." If you want to grow your business, you've got to put yourself in your customer's shoes. Here's some easy ways to do it:

1. **Look at things from a fresh perspective.** Step out in the parking lot, take deep breath and then walk through the front door. Look around at the store's layout. Is it easy to navigate? If you were stepping inside the front door for the first time, would you be able to find what you're looking for? If there is any confusion in the store's floor plan, change it.
2. **Use your other senses.** You've looked around, now close your eyes and let your other senses take it all in. What does the store "sound" like? Is there pleasant music in the background? Take a deep breath. Do you smell any unpleasant odors? What about the temperature? Is it too warm or too hot? People like to shop where there is a warm, inviting atmosphere. Do everything you can to make your business so pleasant and fun, people don't want to leave.
3. **Observe how your employees treat people.** Don't let your employees know you're checking them out— you want them to act natural. Quietly observe the way they interact with customers. Are they pleasant? Do they look customers in the eye and focus on their needs? If you see any behavior that needs to be corrected, do so privately. Never embarrass them in front of customers. The majority of customer service problems can be corrected with just some simple training.
4. **Remember— the customer is KING!** Without your customers, you wouldn't be in business. So, when one walks in the door, drop everything and do everything you can to make them happy. You'll soon find out that a little "TLC" could mean a lot more cash register rings!

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