



TIP OF THE WEEK

November 6, 2007

Outstanding customer service is hard to come by. A while back I had lunch with a client in Solon, Ohio, at a place called Max and Erma's. It's one of those chains that you see all over the place with typical fare. They have a great meatloaf sandwich, but that's not the tip. When my client asked the waitress for a Coke she said, "Sorry, sir, all we offer is Pepsi." He said, "I hate Pepsi." The waitress replied, "I'll tell you what. Give me a buck and I'll walk across the street to the gas station and buy you a can of Coke." Our jaws dropped.

Well, my friend declined her offer, but she ended up getting a whopping great tip and we were almost serious when we said we should hire her to run our customer service department. That's customer service and going above and beyond the call of duty. Find out what your customer wants, then give it to them. Customer service is what it's all about.

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Good luck. Work **ON** your business. Stay in touch.

The Markens Group

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