



TIP OF THE WEEK

February 19, 2008

I recently traveled to Jackson Hole for a meeting. We decided to go into town one night for dinner. Our party was about ten people and we chose a steak house in the same building as the famous Cowboy Bar. When we were told that there would be at least a thirty-minute wait at the restaurant, we walked up to the bar. Even though the bar was empty, they insisted that we walk back down to the restaurant and get our hands stamped before we could sit on their saddle-covered barstools. When we walked back downstairs we decided to have our drinks in the restaurant bar instead.

So here's the tip. If you are in a customer service business – and most of us are - make doing business with you easy. Our bar tab was over \$150 plus we added a generous tip. Policies that make customers explore their options about where to place their business will often do just that - at your expense. Think about any requirements or impediments that you have in your firm that might give your customer an incentive to place their business elsewhere.

Then get rid of them. Not your customers – the impediments. Customers are too hard to find and keep to run `em off with stupid rules. Giddy up pardner.

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

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