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Business *thoughts*

“...big thoughts for small businesses...”

Cookie Cutter Consulting is geared towards helping entrepreneur realize their vision for starting and operating their own business. I mentor and coach entrepreneurs one-on-one to help their visions and dreams materialize into a profitable business.

“...obstacles are things a person sees when he takes his eyes off of the goal...”

Great Customer Service Delights

Great Customer Service Starts With You. Simply put, the most inspiring leadership is by example. If you show indifference to your customers, your employees will mimic it. If you are enthusiastic and courteous, your troops are more likely to be so as well.

Listen! The best sales people spend 80% of their time listening to their customers and not always over-talking them or interrupting them. Customers want you're your most undivided attention, and if you can deliver that to them; you've got a loyal customer forever.

Build Trust. Your customers want to be able to trust you...PERIOD! They don't always want to feel taken advantage of, after they've paid for a service or product; they want to know that they made the right decision by choosing to do business with you...remember it all begins with YOU; allow your customer feel special and not like a dollar sign.

Show Your Appreciation. After a sale or a business meeting, I always like to show my customers appreciation. I sometimes write a hand-written thank you note, or if you offer different programs, it's okay to give a little...it could help sustain a long lasting relationship with you and your customer.



Marketing Tip



Partner with other companies and firms to host an educational event. For example, a small business consulting company can partner up with a social media marketing firm, and invite small business owners or aspiring entrepreneurs to an event where they both integrate their expertise. Sharing information on how to implement social media into their small business is a valuable tool. The costs can be shared, and while inviting many different prospects, both companies benefit. A very cost-effective way to market both businesses!