

## EXERCISE

# Random Acts of Appreciation

Weekly (or some regular basis), choose a number of customers (5 - 20) to contact by telephone, written letter or email to thank them for their business. This personal touch will show your true dedication to customer service and your sincere appreciation for their continued patronage. Trust me, they will remember the call (or letter) and will share it with their family and friends.

Hopefully your contacts will have had a great experience, but be prepared that some of them may not be glowing reviews. You might have to do some damage control. However, take advantage of the opportunity to correct the situation and address it now.

