

Holding the Customer to a “Standard”

This is a recent blog post that was written and discussed on the show:

Many businesses are held to certain standards that are preconceived by consumers and their customers. There is absolutely nothing wrong with this as businesses are in a competition with one another to prove who will give the consumer the most for their money. But as business owners is it not fair that we should be able to hold consumers and our customers to certain standards too? Sure we should! Why not? Is it too much to ask for customers to simply pay their bills on time? Be courteous and maybe even give a compliment if we do a good job? I know that in my businesses if I have a customer that has return business or refers new customers we reward them. Should one of my customers reward one of my technicians when they do a good job for them (many of them do)?

Let's face it, MOST customers are GOOD customers and we are thankful for them. But you will always find these very few customers that just cannot be pleased. I have often said that a difficult customer would not be happy if you gave them everything for free! They would complain that you were late giving them their free service!!!!!!