

*DISCOVER DOWNTOWN

salmon arm

S H O P ~ T A L K



Does your service match your image?

A beautiful store with great merchandise, products and promotions can be undermined easily and quickly in the eyes of a customer by staff behavior that does not match the rest of the image.

Curious customers will come in a couple of times to admire a great looking business but in the end, staff behavior is the glue that ties the store's image together, delivering the



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promised experience to the customer and bringing them back. You have worked so hard to convey your business image

and if your staff does not give service that matches or, better still, exceeds the level of service you promise or imply in that message, customers will be confused. If staff gives less than your image implies, all of the other efforts: design, merchandise and advertising will work against the business.

Customers who experience a negative service attitude are

likely not to come back, and they will probably talk about the "appalling" experience to at least ten others who tell ten others who then tell ten others, and so on...

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Service & Image go hand in hand

If staff gives more than promised, the customers experience a positive surprise. They will probably come back, still amazed that they receive such great service. Most people remember these experiences because they are so rare. Take a few seconds and remember the best customer experience you ever encountered – why was that?

Staffing is crucial to your message.

Staff Motivating Truths

1. People support what they help to create.
2. What gets rewarded gets done.
3. Personality cannot be learned, it just is.
4. Trust takes years to build but just seconds to shatter.

5. People generally like and need to be part of a group.
6. People strive to improve, enjoy challenges and like to compete.
7. Achievement leads to growth.

Business Manager's List

1. Praise, praise, praise.
2. Empower employees.
3. Give informal feedback and reviews.
4. Lead, never direct.
5. Keep a positive attitude and only use positive words.
6. Remove "but" from your speech.
7. Avoid power and guilt words (should, must, try, hope).



"The quality of service that the staff gives the customers will be no greater than the quality of service that the business gives the staff."

L.Alexander