

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

I want to tell you something that might surprise you about customer service.

The good news is that the bar is so ridiculously low in most industries, it's really easy to stand out. Let me give you an example: after 10 years with our bank, we got a letter that started with "*Dear Mortgage Holder.*"

Meanwhile, my mechanic buys me coffee, says thank you, and sends Christmas cards.

An unhappy customer will tell everybody, while a happy customer will probably tell ten of their closest friends.

What can you do to be so good they want to tell their best friends? What can you do to give them something to talk about at their dinner table tonight?

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## GET ON THE ICE

Here are three ways to love your customers before someone else does:

- 1. Start Every Day with Gratitude:** Pick up the phone first thing Monday to Friday and thank a customer. Could be current, could be old - just call to say "*Hey, I was thinking of you. Thank you for being a customer.*" Trust me, this puts you from the bottom of their to-do list to the top.
- 2. Make Their Day:** Choose one day each week as your "*Love Your Customer Day.*" Get creative - maybe it's delivering special apple pies or unique treats. Do something that makes them say, "*Oh my god, this company actually cares!*"
- 3. Host VIP Events:** Always have a cool, exclusive event to invite your best clients to. Not something posted on social media - I mean a real VIP experience where they can bring one friend. Do this twice a year, minimum.

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## QUOTE OF THE WEEK

***"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."***

— Maya Angelou