



**Top Tips** are a collection of informational handouts from my colleagues in Business Development, Marketing, Business Planning, Web Site Design, Research and more. I provide them as a courtesy and invite you to check out more at [www.bancroftinfo.com](http://www.bancroftinfo.com).  
-- **Jan Knight, Owner – Bancroft Information Services**

## Top 10 Tips for Outstanding Customer Service

### Nova Sipe, Sipe & Associates

"Quality of product is no longer much of an issue. What is left is customer service".

-- T. Scott Gross, Outrageous! Unforgettable Service...Guilt Free Selling

1. Smile and Acknowledge the Customer.
2. Everyone is Important. Treat Everyone Like You Want To Be Treated.
3. Talk to Your Customer.
4. Care What Your Customers Think.
5. Work to Fix Any Problem-PROMPTLY!!!
6. Make Your Customer Feel Wanted and Valued.
7. Follow Thru on Your Promises.
8. Rude is NEVER Acceptable.
9. Keep Your Sense of Humor.

AND ALWAYS REMEMBER TO...

10. THANK YOUR CUSTOMER!!!!!!

Remember that poor service always erases all the good prices, quality merchandise or good location that your business has to offer.

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Nova Sipe is Owner of Sipe and Associates and provides mystery shopper evaluations, customer satisfaction surveys and related services to a variety of different industry and retail establishments.

Visit [www.sipeandassociates.com](http://www.sipeandassociates.com) or call (520) 744-5927 for more information.