

# Great Customer Service in 6 Steps

By the time someone complains, their experience is already ruined.  
Pay attention! Anticipate problems and prevent them.

Put away what you think the customer wants.  
Listen to the actual words and actions they are giving you.

Nothing can make up for not doing what you say you'll do.  
Execute! Deliver exactly what is promised.

You can't read customers' minds.  
Ask how they're doing and what can be better early and often.

Put away your ego and pride.  
Whether you're right or not, the customer pays the bills.

Customers always have expectations and preconceptions.  
Exceed them every time and they'll always come back.

**P**ay attention!

**L**isten!

**E**xecute!

**A**sk!

**S**erve!

**E**xceed!