

27

**Thoughts
Every Successful
Business Needs**

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1.

**Get out of the transaction
business and into the
relationship business.**

2.

It's not about products and services, it's about service.

3.

**Feedback is important.
It's a huge factor in
business success.**

4.

Think about the person you love most and treat your clients just as you would treat that person.

5.

**Provide service you know
is nearly impossible to
find anywhere else.**

6.

Keep your promises and deliver.

7.

Offer effective solutions.

8.

**You don't make the rules
just because you pay.**

9.

**Deliver more than what's
expected; Exceed their
expectations.**

10.

**Stop trying to fit in
and stand out.**

11.

**The customer is always
right until they're
NOT.**

12.

Personalize their experience.

13.

**Speak the clienteles
language
(MEET THEM WHERE
THEY'RE AT NOT ABOVE THEM).**

14.

**Your relationship with your
client starts before
the first date.**

15.

**Show your client that
they're more than
a number.**

16.

**Never underestimate the
power of using names.**

17.

**Move with a sense of
urgency. After all,
money is attracted
to speed.**

18.

**Remember, there's a
story behind each
interaction.**

19.

**Everyone is not
raised the same.
We all have
different experiences.**

20.

Establish a system that works for your company.

21.

**Utilize technology;
we live in a digital age.**

22.

Stay up to date.

23.

**Make all of what
you can: Easy.
Quick. Hands free.**

24.

**Don't be afraid to
start over and add new
elements to your business.**

25.

Engineer customer success.

26.

Honor loyalty.

27.

Just listen.