

Customer Service Manual

Written by Winford O'Bryant Meadows

Since Customers Are Your Bread and Butter

Good customer service is the answer to every business owner as they dream to showcase their passion, desire and work to the public. The packaged design, the aroma of the meal and the greatest presentation can be awesome but without the most important ingredient of Customer Service that Wows the guest, for instance in the food service, the meal is only another meal. Painstaking efforts have been accomplished in the food service network and other genres to host conferences, meetings and developmental task for increased sales, crew morale and a steady flow of return guest. Consequently, the return of their investment has acquired little because of ineffective (QSC) quality, service and cleanliness training.

For instance, the efforts to focus on the quality of the product is vital but if that is sidelined by the rattlesnake attitude of a poorly trained waiter/waitress or employee with impeccable customer service, the company is doomed for failure. Overall, the employee is really the face of the business. With businesses opening

everyday around the world, the need for great customer service training is so vital. This topic is the bedrock agent to achieving the necessary dollars to expand the vision of the owner and life of the business. The tragedy is when the powers-to-be seek places to trim cost; training dollars are usually the first place.

Absolutely I scream the wrong place to cut! Training is your ongoing investment that will harvest its dividends if continued and monitored. Without training, the new employee or old lose the model for which you the business owner desire his/her product to be perceived and presented. Believe me, perception is massive. Perception is how a particular thing is observed and assessed. How does the customer or guest perceive your intentions of service? How can they see your heart intentions of the business by looking at your customer service trained employee?

There has to be a model for everyone to follow. Without exception, the vision of your company must be represented from each department, employee or the overall ore' or the business fails. How else can you grow and franchise without proper reproduction? The simple reproduction or branding of a given item that is consistent no matter where they see it. Be it on the web, Facebook or any other social entity, the customer should be able to go across town or around the world and receive the same product from any of your establishments. The same product, the same experience and the same WOW from all your employees should embody your business to attract and retain a steady flow of return guest! Without compromise, this bar must be set and refused to be alleviated!

There's too much at risk for you to nonchalantly approach this as just a meager strategy or endeavor! The reviews from one negative internet complaint can be so damaging that within seconds trouble can arise! The negative word of a

guest could ruin your chances of unveiling a new dish or product. So without the constant flow of every guest receiving the WOW experience, our businesses will virtually close before it opens if you and your employees alike don't understand (**What's Our Work**). This concept escapes us many of times while we are interviewing the potential employee because we are so frantic for right now help. We're so busy trying to fill the spot that we overlook our bedrock principles of presentation to desperation.

Every business owner has been in this spot, but I believe that within the interview process, the quality of WOW that the person will provide is detectable. Reminisce with me for a moment. *For instance, if Johnny never looked at you in your eye or never smiled in his interview; what makes you think he will do it in front of your guest?* Customer service is an innate quality that sometimes cannot be trained. Sure you can train them to do the job but the smile, laughter and the impressive desire to satisfy the guest comes from within. It will show in everything they do! From cleaning the bathrooms to owning the establishment, it will show through. So the goal is to reach inside that employee and pull out that quality through effectively training them to perform exceptionally.

The underlying value for your guest will show the overall concern that the business portrays by watching the actions of the employee. This perception will show what the company has deposited into the employee and what the employee has added to completely W.O.W (**What's Our Work**) the guest. Believe me the guest will see it and respond to it whether on the telephone or standing in person. The consistent return guest will be looking for the employee that W.O.W (**What's Our Work**) them. The company's credibility and success will increase when the training and expertise is combined to satisfy each wonderful guest. It's evident when the guest name is known and when the guest can see all your W.O.W.

workers. Notice this should not be an elite part of your staff but rather everyone on your team should be the representation of your quality expectations, regardless of their department. If this is so, there should be a constant flow of guest cards stating their approval and WOWED experience daily, shift by shift and your profits will increase drastically.

So as the business owner, I must layout the ground rules and relinquish them not. I must be articulate enough to share my passions to the employee so that He exemplifies my intention whether I'm there in the business or not. Let me ask you this question? *Have you ever taken the time to think about how many businesses your guest past to get to you?* This is phenomenal thinking? This kind of thinking removes you from the normalcy of thinking and sets you in a category all by yourself because you value the values of your guest. The message you send to your employee is that you want to know everything about every guest to what they like, what music they desire so they constantly want to come to your place called home.

This is the key to success because you realize that without the guest there are no you! Being conscientious of each guest visit will cause a cohesive relationship to form where their visit become more personal than just for a product or promotion. At this venture, the guest will drive for miles to see you just because of the relationship regardless of who has the same product closer.

What's Our Work is such a wonderful concept because when it is performed correctly, it stops our aspirations from being WORK and allows a family relationship. The guest knows what kind of service, smile and value that will be placed on serving them. Wouldn't you drive for miles to pay for something if you knew you would receive a genuine smile, be thanked and not just tolerated?

It is amazing the number of guest that are mistreated daily as they spend they hard-earned dollars! The only person that can make this tragedy cease is YOU!

For all of this to be accomplished, there must be a definite protocol or a design for everyone to follow. It has to be attainable, implemented and adhered to from all sects of the business. No deviations can be tolerated! The worst thing you would want is other business concepts being run inside the business model you have designed. Yes, each person may have a method of how-to-do something but overall the company method must supersede. That way there is one company blanket covering the whole company. As this is implemented, the leader can stand back and see what part of the blanket needs mending.

There is never a bad thing to have wrinkles in the blanket. Contrary, it offers you an opportunity to press out specific wrinkles instead of pressing the whole blanket. This action applauds the work of spot pressing, which is better than a complete new re-staffing. No one wants to restart the revolving door of employees every month, so proper training and its expectations is vital. The employer at this stage is not the only owner of the business but the employee as well. Ownership of the business is shared by everything breathing in the business. Accountability for success, failures and implementation is relevant and aware on all facets.

Everyone's mind is focused on one specific opportunity and that is W.O.W. (*What's Our Work*).

The word of mouth of your dedication will get around without you using your entire advertising budget. One friend telling another will generate such a flow of new faces and buzz coming to see you and the crew perform W.O.W. (*What's Our Work*). Crew morale and tenure will flourish and the atmosphere of a well-oiled machine performing on all cylinders will be evident. Price points will

not have to be discounted because the guest will not consider the price over your prideful performance of the W.O.W. (**W**hat's **O**ur **W**ork) experience.

Just imagine....everyone in your company performing at the highest level of excellence. Your dream is talked about all over town and you're being interviewed to share you secret. It has cost you no extra dollars but simply dedicating your thoughts to daily exemplifying W.O.W. (**W**hat's **O**ur **W**ork).

So it becomes contagious in your business meeting with other colleagues that are having problems. You become the conversation piece over dinner because of your guest reputation, business controllable and overall gross profit skyrocketing. Not only are you extremely happy, the WOW experience is exhibited in your crew outside the workplace. Their individual homes are changed because they now take the concept home that has been shared, involve and implement it with their family. Your business concept has now franchised in reproducing others like your model.

As you can see, this concept has no certain place of assignment or boundaries. It's for any business anywhere that need customer flow to survive. I believe that statement applies to all of us. My concept and these business strategies cannot survive without having someone to bring them to life. With the years of experience and tenure in the customer service arena, I have seen all types of systems but the only ones that worked were those focused on *pure customer relations. I believe it so simple, give the customer what they want and they will return to get some more of what they want every week.*

What they are coming back to see is your **core values**. We call it a sandwich or a certain product but overall your values have infatuated them. This is what they have fallen in love with each time they shop. It is the posted list of values that they

see you adhere to and implement daily. They see that you are genuine and dedicated to what you say. This approach will set you apart from the rest because you are real, factual and honest about being committed to the commitment. Whatever you promise you must provide! That's good because it allows your business to run on one level all the time without deviations.

The Core Values

The core values are those internal convictions that you possess that triggered you to open this business. They are the driving force behind your motives. They are the roadmap that distinguishes your business from any of your competitors. These elements convey to your guest just what they can expect and what you will deliver. At all times you are graded by these values. That is good because wherever you're slipping, the guest can help you redeem your values. The values say to the customer that we intend to WOW (**W**hat's **O**ur **W**ork) you into a return visit. If this is accomplished, the return visit becomes an everlasting relationship that is profitable to your establishment.

So our perception must be tangible and visual. Our values must be seen in our dress code and personal hygiene. We must look our best and present ourselves as professionals when we leave home. We cannot wait until we're in front of the guest to fix up ourselves. I've always tried to be an ace when I drive up in the parking lot. The reason for this is I don't know what I'm walking into in the business. It could be so busy that I may have to jump right on the register or a

guest may approach me in the parking lot. With that said, we need to *Dress to Impress.*

This category I believe is so vital because again it can be a turn off to your guest. Presentation is everything. So with our core values we must also set forth the rules of dress to impress. We don't need the name brand garments but what we have must be presentable, ironed thoroughly with no wrinkles, no spots or anything that can kill the sale. From our head to toe, we must present ourselves as the business of choice for anyone to shop. Looking good simply makes you work well. So there has to be an understanding shown when hired exactly how the employee should look coming to work (not just at work). What the employee does when they leave sometimes is not your concern or business, but how they present themselves in your establishment does matter.

Personal hygiene is a must. Clear statements must be made when this category is out of bounds. No pride can be there. It will kill your business and clientele if anyone smells bad, looks terrible or causes a frown upon your guest. You must deal with this immediately or you will lose in the long run. You and the other employees must handle this situation before the person interacts with your guest. Have a mirror put up in the back in which every employee looks at themselves, signs off "How I look sheet", and that they're ok. Tangibly setting the expectation visually will caused the awareness of presentation to be a driving force of your employee even before they leave home.

No excuse is excused! The profitability of your business lies in the viewpoint of your next guest. What will they see that will attract them to you or drive them to someone else. The choice is yours! Take the time to look at every employee daily as you look at yourself. The standard will always proceed from

you! Am I properly groomed, rush ready and prepared to the deliver the promise I say.

Ultimately, what you are seeking to gather is the ability to have your aces in their places. These professionals are the horses that drive your business to massive success. When your aces are in their spaces, a sense of ownership overshadows the business with confidence and excitement. Nothing struggles to get accomplished, but the sense of ease overrides each mountain of stress. Each employee pushes the next to excel in creativity and self-worth. The sense of comradery shows up and morale extends through the portal of passion.

Your efforts have developed a well-oiled machine that no dust, corrosion can hinder. All your players know the play and execute each with great dignity. The overall rewards that you were seeking now transfers to the cash register in sales. Each day of duplicated service opens the door to new customers, opportunities of growth and soon you're need more service providers.

The customer service providers all provide the answer to the customer service equation (Customer Service Equal Accountability plus Delivery). This is perhaps the real question you should ask in the interview with your potential customer service technician. Are you able and capable of providing this level of service daily? Will you be accountable and deliver daily the level of compassion that would cause a service epidemic to break each time you work? In my absence, will you take the helm and run this business into the deep waters of success? Can each customer count on your service skills to WOW them to drive by all other competitors and come to our house?

These are critical questions that must be answer before you continue! The definition of insanity is expecting different results from doing the same thing over

and over. The sheer notion of expecting your sales to thrive without training yourself and your crew is insane. So, in essence you must paint a clear picture of who the customer is and expect everyone to adhere to the portrait. From the little boy that has no money at all to the ritzy with millions to invest, the focus must be clear and transparent to attain your goals. Regardless of color or creed, your values are posted and must be achieved.

The customer that is standing in the front of you now is the consumer with money that wants to make your day. He or she has traveled to your establishment maybe by word of mouth or advertisement, but its your responsibility to seal the deal. The deal is not sealed until there is money in the register. The ultimate intent in business is to profit. What you are reading are tips and assistance on how to get the money in the register. The only you can keep the doors open is sales in the register.

The customer is not looking for a dog and pony show but genuine customer service with your own special sauce. Please refrain from the terminology of clichés as baby, darling etc. Your professionalism is on the line from the first look, even before you say a word. That customer can either be a one-time affair or a lasting relationship. The type of residual appearances you desire is in your hand. With a genuine, heartfelt salutation and your eyes fastened on them alone, speak clearly and welcome them to your house.

Now is the exciting part! Began to treat them simply as if they were at your house. Surely if I visited your home you wouldn't tell me to sit down in the living room and then you forget I was there. Absolutely not! You would share with me that anything I need to let you know. You would offer me something to drink and maybe give me a personal tour. This is the five-star attention that your customer is

looking for when they visit your business. The money in their pocketbook or wallet is already yours but they want to see your interest in it. Their intent to stop and your business ring volumes! They have passed numerous places that they could have given the money but rather showed up at your place. You cannot allow them to leave with your goods in the pockets. So, what are going to do? What's your plan of action?

This is when you and your team show them what W.O.W (What's our Work) is all about! Your passion for opening the business is adrenalizing and ready to explode. Are you ready to do this! Every thought, sleepless night and worrisome moment now stands in front of you waiting to experience the service of a lifetime. It's time to Deliver your promise and keep everything flat out 100%!

Delivering Your Promise

What is so sad is that many times we start out gung-ho and committed to the promise but fizzle under the pressure of doing so. I never said it would be easy everyday to offer elite service but that's where the promise comes in. The promise and values that you have posted, (and you should do so because it is a reminder of the expectation you expect) is your roadmap you follow when you open those doors daily. The promise must be revisited every single day, during the day and even when you off duty. It is a way of life not just a business concept. The lifestyle you desire to live is consequently based upon YOUR TEAM'S ability to deliver your promise daily. The return customer will help you succeed all your desires if you deliver the W.O.W. (**W**hat's **O**ur **W**ork) punch consistently without fail. Even when you miss a step, the guest will overlook the foul ball and let you try again the hit the ball because they know your track record. Just remember too many foul balls will cause the guest to take a walk. That's not delivering the promise! They didn't come see a dog and pony show but to see your genuineness in delivering your promise. Also remember...A Promise Is a Promise!

You stated if I ever get the chance to own my own, then I would do this? Well, guess what? It's your turn and what you promised then must be delivered now. With that ask yourself this startling question, "What did you promise? Was it great service? Or polite employees? Maybe impeccable cleanliness? What did

you promise yourself you would do if the shoe was on the other foot? Well, whatever it was, you're now on blast and it's your turn!

The ultimate challenge is to find others that will buy into your concept, your vision and into your thinking. You will have to make clones of yourself and how you think so that when you're not there, the promise remains the promise. This is achieved by spending the quality time with yourself and writing down the expectations. This is major. Many leaders try to say the same thing over and over without changing any words. This is difficult. The answer is to write down your vision clearly so that everyone knows your intent.

Nothing is more chaotic than having twenty people doing twenty different things. On the other hand, with a precise roadmap of information there's no doubt in the mind of your team. They become involved and effective because they know exactly what you want. Their time management skills are enhanced and their preparation to meet the guest is associated with a smile. They know at what time they can break and also what time is Showtime!

The promise is not only to your guest but also to your employees. You've promised them a well-organized team, dedicated dedication, commitment to their commitment and their morale is dependent upon your delivery. How do I accomplish this? Treat everyone the same regardless of color, creed or nationality. They all bring to the table the uniqueness to make your business shine. Post your promise but yet be open to hear what your core has to say to you. They are not coming to you to change your promise but to effectively make it better by adding a little Pizzazz. Sometimes trusting the thoughts of others will lead you to being the business with the best of all worlds.

What so great is that you allow the creativity within the person to shine through and profit the overall business goals. Diversity in deliverance! The ability to accept the vision of another but yet hold true to the posted promise lends you an extraordinary difference than your fellow colleagues. When the question comes up about the idea, be honest and allow your employee to speak instead of you. This gives the employee to share about W.O.W. (**What's Our Work**). This brings your ability to manage, showcase and retain the best of the best with your style.

Involving the crew is essential. Remember without them you could not accomplish the goals you've set. All the time and not occasionally, extend your hand to your bread and butter with sincerity as they raise the bar in your establishment. Their friends will become your friends. Their family will become yours. This family oriented concept brings a cohesive unity as everyone answers the same question (**What's Our Work**).

Just imagine the unity! From the front of the house to the back, everyone is focused, determined and poised to deliver your vision, values and service to each guest. Your establishment will become an out-blown epidemic of mass proportion as everyone feels the affecting atmosphere. Now the dream is not a dream any longer but reality in motion. The excitement to finally see tangibly what's been jumbled in your head brings relief to the madness and closure to the unknown.

Now the masterful execution of the promise began to write the checks for your enterprise. Your eyesight becomes affixed on delivering the promise and the impossible starts to materialize right before your eyes. How you were going to achieve the goal is pushed to the side as the promise keepers W.O.W. (**What's Our Work**).

This concept seems so simple but dedication to W.O.W. (**W**hat's **O**ur **W**ork) is pertinent. It will affect how you dress coming to work, how you apply yourself while at work, how you maintain your integrity under surveillance or not. The overall accomplishment is to draw every guest to your establishment, regardless of the name, over and over again. Our focus is on one thing and one thing alone...customer satisfaction. With pure customer satisfaction, your establishment has no other reason but to grow, gather and go forward. Your brand is projected in the atmosphere like the silhouette of Batman in the clouds. I am excited about your business and where it is going!

Now let's zero in on some training techniques that will help you deliver the promise. Check this out. When you arrive at your business, please understand that the delivering of the promise starts outside. The landscape, the foliage or building condition can deter your guest and cause them to drive somewhere else. So take a picture of what you see through the eyes of your guest. What may be okay to you; may not be okay to them. Everyone may not start off looking like the White House but you can enhance what you have until to arrive there.

Create some type of checklist for your outside maintenance and upkeep. Potholes, poor striping, rundown soffits or anything that would cause the guest to frown before entering your establishment must be fixed.

Remember: First impressions are lasting. So before they see you, they see your business and make their assumption of you. What we don't want them to do is to assume your inside is a mental composite of the outside. This thinking could cut deep into your sales and profits. While your inside atmosphere is ready for business, your outward has posted closed and out of business.

You must be aggressive with landlords or yourself to make these changes quickly or ongoing. The guest loves to see you making progressive changes to appeal to them. When you are working on something, tell them so they can know you're trying to make every effort to please them. You never know who they know that can help you, while you're helping them. The guest can actually become your walk through the yellow pages as they buy into your development. It's actually going to help them because they want to tell others what they did for you. That's ok!!!

Secondly, always think out of the box! You're not in business to look like someone else but to be unique and authentic. This must come through your signage, posters and flair, etc. Never be afraid to try something different, in so doing you appeal to different kind of guest (target group). The last time I looked, money was still green no matter where it came from.

So without offending anyone, stand outside your building and assess its potential. With your neutral eyes or someone else, what would you change? What cosmetic changes would you make? Is there easy access to this building? Should there be music playing outside? Is the flower bed full of weeds? Is the sidewalk clean and appealing? Would you tell your best friend to meet you there?

If not, we must fix them. I call these obstacles *Attention Deficit Disorders in Business*. As a guest, these are opportunity points that I remember upon leaving your establishment and talk more about than their W.O.W. (**W**hat's **O**ur **W**ork) experience.

I really liked my time there but... (Absolutely not what we need). So now let's get them involved in the transformation. Provide a suggestion box that the guest can share their insight and suggestion of improvement. Once a suggestion is

given, all priority goes into the accomplishment of the suggestion within reason. Certainly we can't tear down and restart, but we can paint.

Proper Lighting is also a key safety tip of your establishment if you want return customers. Fear of being approached or robbed is reality now and so business owners must assess their park lots and front entrances. Guest will not return without being able to see in the parking lot. Also, ample lighting must be at the front entrance and the back entrance for ultimate safety. Brighten the place up so that when you're open, everybody knows.

Alright great! Let's get ready to enter your business. As soon as you do, stop! No use your five senses! What do you see, hear, smell, taste and feel? Look up, look down and look around while you're standing still? ***This is what every guest does every time they enter your business!*** They use their five senses to assess your business. That initial assessment tells them if you're ***guest ready***.

Is the music on or is it too loud or offensive? Is there a stench of odor in the air? Is it cluttered? Are there stains or spider webs on the ceiling? Has the welcome mat been swept free of dirt? Is the temperature in the business suitable for the guest? The ultimate self-sabotage of your business is the bathroom. If it is dirty, close up shop. The guest is not returning!

So to accomplish these questions realistically, an opening and closing checklist must be devised. These checklist help to maintain the business all day at guest ready status. Without exception, this checklist can maneuver your day greatly by sending you to check what you may not be thinking about at all. Religiously and without hesitation, stay on point with these checks because it's outright embarrassing when the guest ask for toiletries.

Make these checks hourly and thoroughly. It can be the difference between the guest leaving to go somewhere else or feeling secure to use your facilities. I just figure if they leave, that's money that just walked out also. On this checklist, I suggest you also check the language that is being used within and around your establishment. Offensive language and joking that should never be acceptable will cause your business to suffer drastically. This is business not home so we must approach it as such. These are paying patrons that have the right to be served in excellence without foul language being spoken over them. So to set the pace for excellence we must all become true professionals. Here are five keys to enhance your persona. I read these attributes and thought they would help us all.

The Five Keys to Being a True Professional

These five keys distinguish professionals.

Character is who you are and what you stand for. Professionals choose to become professionals every day. They have integrity, responsibility, diligence, and ethical. They do what is right and project a professional image at all times.

- **Attitude** is your mental outlook. Professionals have a positive, energetic and determined approach and a serving mentality. They seek responsibility and are determined to accomplish their goals. Professionals are also team players.
- **Excellence** is your commitment to quality. Professionals push for excellence and continuous improvement in everything they do. They are attentive and follow instructions.
- **Competency** is your degree of expertise. Professionals understand their job and develop their skills. They produce results, perform effectively, and communicate skillfully.

- **Conduct** is how you deal with others. Professionals are mature, polite and loyal. They respect authority and maintain confidences. Professionals do everything with style and class.

Why should you make the effort to learn what it means to be a professional and then to think and act professionally?

Use the PRO acronym as a way to remember three of the most important benefits of being a professional. When you are a Professional, you will enjoy *Pride, Respect, and Opportunities* that others will not.

P stand for Pride

The greatest benefit of being a professional is the pride and satisfaction you will experience from doing your work to the best of your ability. Then you will know that your work is, in fact, professional.

When you have pride in your work and yourself and know you are acting professionally, this will bolster your self-confidence and provide you with an invisible support system for success. Within this realm lies a sense of confidence that shows your love for what you do. The determination to exert the level of satisfaction second to none that causes you to smile and swell with joy. The recorded definition of pride is a feeling of deep pleasure or satisfaction derived from one's own achievements, the achievements of those with whom one is closely associated, or from qualities or possessions that are widely admired.

The fact here is that you're not arrogant or high-minded but focused driven to accomplish the values and goals of your business.

R stand for Respect

When you are a professional and take pride in yourself and your work, others you encounter will respect and honor you. People will admire you and hold you in high esteem. They will seek you out because they prefer you in comparison to the rest of the crowd.

Individuals will want to be your friends and co-workers because they want to be associated with you. They will want you on their team. They know they will learn from you and be inspired by you.

Customers will seek you out because the services you provide are extraordinary. They will go out of their way to make sure you are the person who helps them.

Employers will want you to be their associate because they know what a rarity you are in today's workforce. They will be excited about having you work for their organization.

O stands for Opportunities.

When you take pride in yourself and your work and you're respected, opportunities will come your way.

People who can help you advance in your career will notice you and give you greater responsibility. You will be in great demand. Doors for rapid advancement and new opportunities will candidly appear and be open for you that are not for others.

Since the PRO mentality allows so many opportunities to surface, the power of one now thrives. The power and ability to bring all the passion, ideas and concepts into one format solidifies the growth of any business. When all the individuals come together as one hand, the punch that is made is heard everywhere. From the curb appeal to the packaging, each guest can see come to life what you talked about in the privacy of your huddle.

I want to take this time to applaud you for not aborting your dream. You could have talked yourself out of this great moment by speaking negativity over you. Even when you did say you couldn't, something pushed you into trying one more time. Just look at you and what you have been able to convey to your team.

Do you realize the riches place in the whole wide world is your neighborhood graveyard? All the dreams of many powerful visionaries have been buried under the tab of I don't think I can do it! I am so thankful that you decided to change the statistics. You are such a success right now! You have heard the voices of defeat speak into your ears daily and you've defied them all. All your haters and even yourself have been shown what discipline, character and poise can produce. Let's get ready to produce like never before the prototype that will franchise into more customer satisfaction.

Once my professionalism is in tact, I must develop the skills to execute my systems that will drive my business to attract customers and recruit the best proficient team. Systems allow the organization to flow with ease. Each part of the business is systematic and structured to perform. Written out systems open the door for any How do I do a particular task question? It maintains the value system and allows everything to flow flawless and effortless. With proper systems in place, regardless if I'm face to face with a customer or not the business is benefited. Collectively we unite throughout the course of the business to WOW (*What's Our Work*) and everyone is applauded at the end.

So now I want to encourage you to breathe in and exhale. You are the best of the best with a wonderful idea to share with the world. Your adrenaline is pumping and your mind is filled with enthusiasm and gratitude. The nights and days of wondering with anxiety have culminated with your business in gear. You've tirelessly poured all of you into this dream and you're proud of your success.

Even though you have not made a single dime yet, the power and feel of accomplishing this feat astounds you. What was said that could not happen has materialized into reality. So can you just high-five yourself and smile with uncontrollable passion that you're doing your thing. Poised and excited, thrilled and enthused you can now feel the surge of happiness at the glance at your accomplishments.

With these vital concepts, I believe your business will flourish and achieve its intended goals. We will continue to layout other concepts that will be vital to your success in business. I challenge your team to adhere to these concepts and watch the guest flow increase as they watch you perform WOW (**W**hat's **O**ur **W**ork). As the journey become a collectively endeavor and branch off into many other directions, it will show off the passion your leaders possess to build your culture, brand and the sales you need. The definition of culture is the beliefs, customs, arts, etc., of a society. The way of life and way of thinking, behaving, or working that exists in a place or organization. Take a moment and insert your business concept and style into this definition. Even though there are many other businesses around you, but none possess the culture you bring to your area. The customer service language you speak may be oblivious to your surroundings resulting in increased traffic flow to you. Nothing will be withheld from you as you build the power of one to overshadow your business.

The thrust to push your team to the next level preset your growth by a determined focus of pure customer service. Your team is a picturesque view of a relay race as each employee pass the baton with grace and power. Each person has taken ownership in delivering to their guest exceptional service second to none. Your personal vision has now taken on the life of your team. What you wondered could happen in the beginning has developed its own existence inhaling and exhaling through your leadership.

Now take the time to celebrate your success and that of your team. You have selected the best of the best to represent your company. Each person looks as if they're the CEO and their knowledge of your values shine right through. All of the time you have deposited into them is preparing you for a major withdrawal on the residual status. Continue to monitor each one's progress through the eyes of your values.

Let me be the first to commend you for the work you are about to view. Your sales, morale and overall ambience of your business will exceed your expectations. Work now becomes stress free because it's not toiling but effortful. The smiles of conquering each day fills the atmosphere with anticipation of success. The team gels daily into the premiere customer service squad for other business to emulate.

I'm excited to be a part of your achievement. I am thankful for the experiences that I have acquired to tangibly help your success. Really all you needed was someone to help you categorize and line-up your thoughts for a successful transition. I pray my tenure in the field benefits your needs and attributes nothing but success as you execute each day top quality customer service daily. One customer at a time. One smile at a time. One victory at a time.

This is what this manual has been developed and designed to accomplish. Customers are looking for the place where they can continue to visit without any unexpected issues. They already know we're not perfect, but they do recognize our ability to implement our purpose, goal and expertise. These techniques are priceless to the success of any business or any sort. Every business owner is trying to acquire the same commodity.... customers. If you notice something about the word customers, the unity word of "us" stands out. The continued power of all of us working together will WOW the customer in so many ways.

The excitement of a smile, the anticipation of a return visit from the guest you know by name will flourish within the business. Your sales, your reviews and even your esteem will rise as the overall persona of your business goes through the roof. I'm excited to have been in the background watching your growth and applauding your success.

We will continue to write into your vision different techniques that will enhance your growth. Will you please share this information with someone else as it helped build your enterprise. You have now proved to everyone that through hard-work, perseverance and determination you have accomplished all your goals.

Winford Meadows



As the founder of “It’s a Win-Win Catering, LLC”, I pray and wish your business continue to flourish through these important techniques. Your business deserves the best profits. These can only be accomplished and achieved by extending to your customers the best customer service possible. Knowing the power of Since Your Customers is Your Bread and Butter gives a foundational start to you achieving your goals. I am available to assist. Inbox me!

Winford “Win” Meadows
winfordmeadows@yahoo.com
www.itsawinwincatering.com