

## *Financial training For non financial staff*



*The financial training specialists*

### **Customer requirements (profit)**

My 16 year old niece has been staying with us whilst she does a summer job in a local teashop.

It's been interesting watching her doing her first paid job, and trying to help her develop a good work ethic without nagging.

My chief advice has been "Make sure you get there on time." Arriving early covers a multitude of other sins, whereas the person who always arrives 5 minutes late has to work very hard to compensate for the ill feeling that leaves. I always arrive at client events and meetings early: being late is just unthinkable!

But it struck me that there are some very small things we can do that delight – or alienate – our customers. And because they're little things, they can be neglected by the powers that be.

A friend described how his local garage washes his car when they service it. It costs them almost nothing, but it's one of the little things in the mix that keeps their customers returning.

Another friend who worked in leisure described the management team doing the 5 year plan, and discussing big ideas. His view was "Our customers tell me they want us to open on time; have clean changing rooms; spruce the café up; and stop people weeing in the pool." If those little things aren't done, no amount of "big ideas" will change much.

So what are the little things that you need to do to keep your customers happy?