

# MICADIA MOMENTS

'New approaches to retail success'

March - April 2009



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There have been so many signs, lately, that we should all just throw in the towel. However, there is hope. The media says, "Retail isn't as bad as was expected." Wouldn't it be nice if we could hear, "Retail is perking along, and is better than expected." Have you ever considered the difference between the words—"Bad" as expected and "Better"?

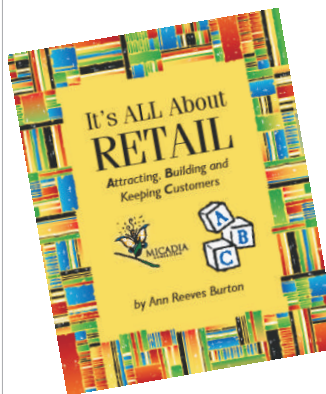


and encouragement. Don't let fear be your guide, and don't listen to the nay-sayers. What can you do, that reminds your customers, your clients, and your patients that you need their business? Aren't you the expert? Don't you need to remind people that you are happy to see them?

Now is not the time to dwell on what is wrong, but what is right about your business. Now is not the time to dwell on what is wrong with people, but what is right. It takes courage to keep doing what you have always done. You must have done the best you knew how, when you began your business, or educated yourself for your profession. Remember the passion, the research, the business plan, the excitement, the energy? Now is not the time to lash out at yourself, because sales are down, or expect employees to take responsibility for customers or clients holding on to their hard earned cash. Everyone is apprehensive about the future. Now is the perfect time to take a small step back and get things back in perspective.

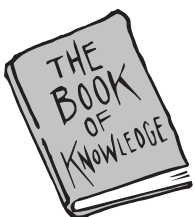


All of this is about **CUSTOMER SERVICE!** Just as a Dr. knows what medicines are new, to make you well, and an accountant knows the new tax laws to give you the best return, you know your customer, and your products. Communicate to everyone you see, and suggest, suggest, suggest. How does anyone know your expertise, if you don't INVITE them in, and make them feel welcome?



The book, **It's All About Retail, Attracting, Building and Keeping Customers**, brings home the concept that Customer Service is the one most important thing about your business, or your office. The customer's dollars are precious today. Make them glad they sought you out.

A fast food chain opened a much-awaited-outlet in our community, and the PR was amazing. There were postcards, a media blitz, and even **FREE** sandwiches on a busy street, on a very cold Saturday. People were driving around the block to get the free sandwich, and a cheerful, "Hi, we open on Thursday, hope you will stop by!" There is something to be learned here. Sure it is a very successful national chain, but it is new to the area, and...it's just another fast food restaurant. What makes it different from your store or practice? You have an established reputation, and clientele and you have a great deal of knowledge about your products and your profession, but, who knows or remembers?



Now is not the time to step back, now is the time to move forward with courage,

The book is now available as an e-book, as well as hard copy. Also new in 2009 is a speaker sheet full of ideas for seminars and talks. The web-site has been revised, and all of the innovations are available through [www.micadia.com](http://www.micadia.com). Please contact me, for fees, and let me know how I can help you! Let's work together to keep our economy growing, even if the progress is small, let's keep our hopes up and move forward!

Check out The *Akron Beacon Journal*, February 23, 2009, Business Section, on [www.Ohio.com](http://www.Ohio.com). Look at both articles on customer service, and let me know how I can help. A wonderful and respected retailer commented that the book should be required reading, in these times.

Do you have your copy?

**Maybe I Can't Always Do It Alone!** 'New approaches to retail success'