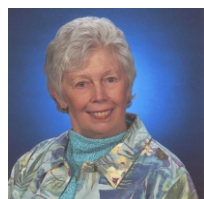


MICADIA MOMENTS

'New approaches to retail success' September - October 2009



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Here's a Thought

From *It's All About Retail, Attracting, Building and Keeping Customers* **KEEP A POSITIVE ATTITUDE**, (Idea #9) Attitude, whether it's positive or negative, is unbelievably contagious! Make a conscious effort to make sure yours is **POSITIVE!**

Never ever make a customer feel like they're inconveniencing you or being a burden. In this day and age, competition is just a stones throw away. Customers have options, lots of them. Don't give them the opportunity to take their business elsewhere just because you're having a bad day!



BE POSITIVE!!!!

Ann 

"You cannot become customer-centric until all parts of your organization passionately embrace your customer"

Jack Mitchell, CEO
Mitchell/Richards

To order your copy of "It's ALL About RETAIL – Attracting, Building and Keeping Customers" go to www.micadia.com or call 330.701.5257.

OK it's time!!! We've dispensed with the "Cash for Clunkers!" and now we are moving on to government assistance for appliances. Should your fridge be leaking water all over the kitchen floor, or your washing machine be dancing around, leaving your dryer hot and drying all alone, take a deep breath and go shopping. The Butterfly never could figure out if she qualified for assistance—never knew how to figure out if the gas mileage was over or under, and I know the washer and dryer are on their last legs, but who has time to figure out the paperwork required to replace them—is it all worth it? Certainly not when you learn all the strings attached, and that you have to get rid of all the old appliances on your own. How very fortunate you are to have a business that is all yours! There are many decisions that are yours and yours alone to make. *Hallelujah!*



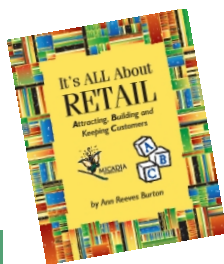
The Butterfly Awards

This summer has really been filled with some great customer service experiences, and I want to pass out Butterfly awards to certain individuals. Here in Akron, there is a garden store that has wonderful corn and vegetables all summer long. I received a phone call last week about yellow tomatoes. Yellow tomatoes are really exceptional and have much less acid than red ones. Sharon knows I prefer them, and phoned the minute they came in to tell me they had come in – and within a day of last years phone call- thank you Sharon at **Grafs Gardens**, for keeping that list and making that phone call!



In Lexington a Butterfly goes to Robin at the **Liquor Barn**, who not only blew up a huge butterfly balloon for a friend in the hospital, but arranged to have it picked up, and said she would pray for our friend. The friend is home, and Robin deserves the Butterfly!

Car dealers were selling cars like crazy, but what about the people who just wanted to buy a car, and not get caught up in the Clunker Crisis? Did the sales-person call the customers back, who came on their lots, got information, and left? Some did, and others let the sale go to a different dealer, because they were too caught up in the moment. The moral here is that you can't get too caught up in the moment to forget customer service, follow-up, or kindness.



At the beginning of the book, Idea and Task #8 *It's All About Retail, Attracting, Building and Keeping Customers*, the task is to practice the most obvious. Step out of your office and greet your customer as if you **REALLY** are glad they have taken the time to come and see you!

Far too many business managers have no idea who their customers are or what they want! If your business is customer service oriented, it means you personalize a relationship between the buyer and the seller. It means you give customers what they want, rather than what you want to sell them. It means you know their preferences almost better than they do and can almost predict what they want. It translates into proven success!

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