



Sharpen Our Skills

Building Relationships

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What is a relationship? *Noun*

- The way in which two or more concepts, objects, or people are connected, or the state of being connected.

How can we as business owners build relationships that last?

First and foremost, through our employees. It starts with training, guidance and experience. Each customer that comes through the door of a business should be greeted, guided and helped throughout the entire transaction.

Second, through the experience we give our customers. If the customer has a positive experience, they are more than likely to return and refer a friend to the business. The experience begins with a smile and greeting when entering the store and ends after the final interaction or transaction is completed.

Finally, through the support of other local businesses. We can help one another grow through referrals, testimonials and supporting our local businesses.

Example: If we are unable to fulfill an order for a customer because we do not have the product, we will call another local business to see if they have the item in stock.