**The 10 Commandments of Customer Excellence**

Know who is the boss. You are in a business to service the needs of your customers, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide them good service. Never forget that the customer pays your salary and makes your job possible.

1. **Be a good listener:**Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, the tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer?Effective listening and undivided attention are particularly important on the showroom floor where there is a great danger of preoccupation - looking around to see to whom else we could be selling to.
2. **Identify and anticipate needs:**Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.
3. **Make customers feel important and appreciated:**Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance.
4. **Body language counts:**When talking with your customers be sure that your body language conveys sincerity. Your words and actions should be congruent.   Think about how you sound on the phone or the tonality of your writing style as it could be perceived in your emails by your customer.
5. **Understanding is crucial:**Help customers understand your products, services and systems. Your company may have the world's best products, services or systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.
6. **Appreciate the power of "Yes**": Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterward. Look for ways to make doing business with you easy. Always do what you say you are going to do.
7. **Know how to apologize:**When something goes wrong, apologize. It's easy, and customers like it. The customer may not always be right, but the [customer must always win](https://www.thebalancesmb.com/good-customer-service-secrets-2947164). Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.
8. **Give more than expected:**Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself and your company above the competition. Consider the following:
	1. What can you give customers that they cannot get elsewhere?
	2. What can you do to follow-up and thank people even when they don't buy?
	3. What can you give customers that is totally unexpected?
9. **Get regular feedback:**Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your products or services. Listen carefully to what they say. Check back regularly to see how things are going. Provide a method that invites constructive feedback, comments, and suggestions.
10. **Treat everyone with respect:**​[Your](https://www.thebalancesmb.com/what-is-the-definition-of-an-employee-398246) colleagues are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are to your role. Treat your colleagues with respect and chances are they will have a higher regard for your customers. Appreciation stems from the all. Treating customers and colleagues well is equally important.