



Hush Royalty Is Walking Through the Door! : How to Provide Outstanding Customer Service and Outshine Your Competition

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Visit the new title in Black and White for a lower price of \$6.95. In this workbook for salon professionals, we show you how to provide excellent customer service and how to outshine your competition at every turn! We will take a close look at your boss: The Customer, because he or she can fire anyone by spending money at your competition. You will find out why your most unhappy customer is your best tool to learn from. Remember: If you don't take care of your customer, someone else will. You will develop a better understanding of the importance of the first impression because you will never get a second chance to make one. You will learn how to create the Unexpected Experience for your clients that will set your business apart from others. You will learn the little things that matter to keep your customers coming back, and you will discover how to remain one step ahead of your competition. We will talk about how to develop promotions that are fun for your client and lucrative for your salon. You will learn the secrets used by successful businesses that ensure an increase in client base and retail sales. We will also cover the art of a great consultation. Remember customer service is not a department, it is an attitude!

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