

# The Seven 'Be-Attitudes' of Good Service

By Bob 'Idea Man' Hooey

**Customer Service is one of the foundations for any enduring business success.** It does depend on more than just a catchy slogan to engage the minds and hearts of everyone on your team. It takes leadership and ongoing commitment on the part of owners and managers to show, employees and clients alike, the true essence of Customer Service.

**Customer Service is not just 'a part' of your business. Customer service 'is' your business!**

I feel a few guiding principles might be helpful. Here are my 7 'Be-Attitudes' I hope will be of assistance in sharing the importance of customer service all year.

1. **Be professional** -- putting the customer first. Presenting yourself and your company in a professional manner. A professional is always looking for ways to help the client and to make their life better by offering products or services that work.
2. **Be polite** -- wouldn't you expect to be given consideration and respect? Remember to give your clients the same courtesy, regardless of the kind of day you may be having.
3. **Be prompt** -- do your best to not keep customers waiting. If you promise something, do everything you can to deliver on time, or call and let the customer know exactly what time to expect you. Try not to keep a customer waiting on the phone or in your store either.
4. **Be proud** -- you are an expert, a solutions provider to your clients. Be proud of your expertise and ability to help your customers.
5. **Be personal** -- remember your customers are individuals. Don't you hate it when people treat you like just another number? Make a commitment to treat every customer as an individual -- it will make him or her feel special. They are!
6. **Be persistent** -- good service isn't always given on the first encounter. Being persistent in your efforts to serve and solve their problems. If your customer has a problem with your service or product, persistence in making sure they are satisfied, or problem is rectified to their needs is essential.
7. **Be patient** -- some customers need a little more time or assistance to make their selection. Taking the time, especially with our seniors or children is the true sign of a customer service professional.

These 7 'Be-Attitudes' of customer service will not guarantee you success in business. They will however, give you one of the foundations for success in building a business that will still be here in the 21<sup>st</sup> Century to actively and profitably serve your clientele. **They will also give you a guideline to lead by example and to train those to whom you entrust your business - your staff!**

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**About the author:**

**Bob ‘Idea Man’ Hoey** is a sought after productivity strategist, creativity catalyst and idea farmer (<http://www.ideafarmer.biz>), who regularly writes for North American consumer, association and trade journals, on-line magazines and company intranets. He is the author of nine books, a mini-book series, four success systems and an e-book series. Bob is a motivational, business and association keynote conference speaker and executive leadership trainer and coach (<http://www.leadersedge.biz>). He is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers.

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