

## **Treat The Customer As Special**

If you want a long lasting relationship with your customers, you have to give value.

One of the best and easiest way to provide additional value to your customers, is by treating them extraordinarily well. Treat them special.

You don't have to go and walk their dogs, and babysit their kids, but if you are extra attentive and going out of your way to please them that alone will place you ahead of your competition.

Also, as this is a 2-ways universe (what goes around, comes around). The better you treat your customers, the more favourably they will act with you.