



For Immediate Release:

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Service Tips for a Tough Economy

Sioux Falls, SD—If your advertising and marketing materials promise great service, then delivering that service becomes a form of marketing that can build your business even in a struggling economy, says service expert Dee Dee Raap.

“A magic wand doesn’t exist for creating recession-proof service, but every business can take steps to create customer retention, referrals and relationships,” Raap said. “Today’s customer wants a great experience, and delivering that brand promise creates that experience, makes your customer feel valued and genuinely appreciated, and that helps create the customer loyalty that can benefit every business,” Raap added.

A marketing and service expert, Raap offers these three tips for turning service into a marketing strategy even in a tough economy.

1. Be very friendly. “Go out of your way to smile, greet guests, welcome them and make them feel at home. Everyone is feeling the pinch, and with the increased cost of gas, it costs more to get to your door. Make sure every customer feels good when they get there.”

2. Be very helpful. “Offer information about products and service that can help the customer. Tune in to the customer’s needs to find opportunities to sell more items. And if you’ve got meaningful free information or free classes or free articles, it’s a great time to give those to customers. We all like something of value for free, and it adds value to the customer experience. Don’t give out junk—there’s too much of it out there to set yours apart.”

3. Be very grateful. “Say thank you to each and every customer. Few things add value to an experience as quickly as hearing ‘thanks for coming.’ It’s free, and it lets guests know you appreciate them and the fact that they are spending their money to get to your door.”

More tips on great service are available on Raap’s website, www.DeDeeRaap.com.

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