

## *Friendship Wins Customers*

Abraham Lincoln once said that if you want people to join your cause, you must first convince them that you're their friend. Easier said than done. Right?

Simply being friendly to a new customer is usually enough to get them to reciprocate. However, there is a thin line between genuine friendliness and a "phony smile."

If you present the appearance of actually liking the other person, they will sense this and respond in kind. The following are some easy tips toward achieving this goal.

- 1. Perform small favors and services of a personal or business nature.***
- 2. Offer the customer "free advice" or unique ideas of which they may take advantage.***
- 3. Ask for their input. This is a compliment.***
- 4. Keep all customers' confidences faithfully. This will establish a very important element - Trust.***
- 5. Be prompt. Be courteous. Be respectful.***
- 6. Exhibit a personal interest in their families, home and other non-business interests.***

### ***In a Nutshell***

*Follow the PEP formula -  
Persistence, Enthusiasm,  
and Planning.*