

- 1 The art of making that personal connection between YOU and someone else.
- 2 *Being in the People Business, FIRST.*
- 3 Something you can FEEL. You may not be able to see it, but you know it's there.
- 4 *"Welcoming People" and taking care of their challenges all the time.*
- 5 Doing the "little things" to make customers feel more valued and appreciated.
- 6 *Asking their feedback on how you can improve their experience.*
- 7 Looking for ways to personalize the experience.
- 8 *Understanding your product/service is a commodity. What separates your biz is your people.*
- 9 Keeping your word and promises – both build trust and peace of mind.
- 10 *Putting yourself in their shoes first.*
- 11 Being empowered to take care of the customer.
- 12 The culture of your organization. If your staff feels welcomed, valued and appreciated, so will your customers.
- 13 *The Leadership in your organization. If leaders practice Hospitality, they will lead selflessly.*
- 14 Giving 2% more on appreciation, gratitude, and thankfulness.
- 15 *Knowing the difference between that and customer service. The latter brings customers in, the former brings them back.*
- 16 Always looking for ways to WOW your customers.
- 17 *Knowing the balance between Hi-Tech and Hi-Touch.*
- 18 Practicing active listening and ensuring your customers are heard.
- 19 *Going above and beyond, to make you a favorite of your customers.*
- 20 Being genuine, sincere, and thoughtful.
- 21 *Striving to become "Rememorable" in the minds of your customers. When that happens, they start to share stories about their experiences.*
- 22 Doing all the things that will move your customer from a "one and done" to a "Brand Ambassador" – someone who can't wait to tell others how you make them feel!



BOB KEYNOTE, CONFERENCE,
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Bob Pacanovsky works with organizations who want to achieve the highest levels of **Service Excellence & Hospitality** to attract and retain more customers and employees. To learn about Bob's **Keynotes & Workshops**, contact him at:



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