

Santa's Way

Sales & Service Lessons from Santa

1. He spends lots of one-on-one time with his customers.
2. As each customer comes to visit, he first breaks the ice, then builds rapport, then determines needs. With this info, he knows what kind of delivery will make the customer happy.
3. For those he can't see in person, he reads their wish list by mail.
4. He listens, really listens to the needs and desires of his customers.
5. He makes each customer feel very special.
6. He remembers every person's name and what he/she wants.
7. His customers trust him.
8. He delivers on time every year.
9. He overcomes great obstacles (tight timetables, skinny chimneys) to make this happen.
10. He laughs and smiles and has a lot of fun!



Whether you believe in Santa or not –
don't you think

Santa's Way

is a great model for sales and service?

Happy Holidays!

From Business Class Inc

Note: A video of "Santa's Way" & other Resources for Managers & Business Owners
are available at www.businessclassinc.com

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