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Career Skills: **Customer Service**

Assignment Name: **Everyone is a Customer**

### Everyone is a Customer

A customer is anyone who uses the services or product of another person, company, or any type of group. Have you ever thought of the following as customers?

- You are your school's customer because the school offers you a product – your education.
- Fans at a rock concert are the band's customers.
- A patient is the doctor's customer.
- Drivers are a road repair crew's customers.
- The town's citizens are the Mayor's customers.

**Directions:** Identify who you think are the customers for each person or group named below:

1. A religious leader or minister members of the congregation, including children and youth
2. The Chamber of Commerce in your town many people, but business owners directly
3. A runner in a marathon A runner wouldn't have many customers, maybe sports store
4. A firefighter for a town all the people in the town, businesses in the town as well
5. The president of the U.S. everyone in the country the president resides over

### Why Customers Buy

Customers buy for two primary reasons: (1) to feel good and (2) to find solutions to problems. To understand why companies want their customers to feel good, think of the reasons you purchase certain clothes. Do you buy because the fabric is serviceable, because the workmanship is high quality, or because the garment will be long lasting? Probably not.

You buy because the color and style of a garment look great on you, bring out your best features, and will be admired by your friends. In short, the article will make you feel good when you wear it.

Your job as an employee is to make the customers feel good about buying from your company. This is true whether you work in sales, a back office, the laboratory, or another position.

**Directions:** How can the employees named below make their customers feel good about buying their product or service? The first one has been provided as an example.

1. **A Plumber:** Assure the customer that the repair being made will fix the problem. Leave a phone number and ask the customer to call right away if he or she is dissatisfied with the work in any way. Clean up any residue remaining on the customer's floor or any fingerprints left on the customer's walls.
2. **A Wedding Reception DJ:** Maintain a good reputation and have good communication with the bridal party to ensure he/she is meeting their wants and needs.
3. **A Personal Trainer:** Be encouraging, help people create diet plans and workout plans and motivate their customers to stick to them.
3. **A Veterinarian:** Provide good service for a respectable price, show up after hours if needed for an emergency
4. **A Telephone Operator:** Should display amazing communication skills (voice tone, clarity, volume, etc.) and be very patient. Mr. Haskin...do they still exist?
5. **A Police Officer:** Should display patience, courage, empathy, good judgement, have an imposing physical presence and be respectful.
6. **A Waiter:** Must listen and deliver orders accurately and promptly. If something goes wrong or food takes a long time to come out, it helps if the waiter can keep drinks filled, bread or an appetizer ready.

100/100

Feedback: This is what we were talking about in class last week, that as an Entrepreneur you are always marketing and sharing yourself with the public. Good answers throughout!