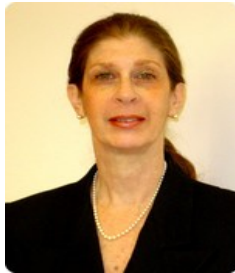


Customer Service, THE Age Old Secret to a Thriving Business!

Next time you find yourself speaking with a customer or family member, be sure to remember that **everyone responds to how you make them FEEL!**

by **RS Mallory**

995 words | 4 pages



Customer Service is the way that we treat and revere potential, current and future business partners and customers. It is perhaps the OLDEST secret to mercantile business dating all the way back to beyond the Pharaohs. Imagine, if you will, how history itself would have changed if Pharaoh treated his workers fairly, with respect, dignity and a fair wage! Customer Service has roots in The Bible (Old or New Testament) where we are commanded to treat others as we would treat ourselves.

Throughout the ages Customer Service has evolved as we have grown as a (human) species. Think back to Clan of the Cave Bear where the heroine (Ayla) became a student of early medicinal arts, studying with the tribal medicine lady. She (Ayla) was a lost soul from a different tribe and not trusted and much maligned. Her mentor and teacher (old medicine lady) taught her the fine art of customer service, albeit wrapped in different jargon. She was taught how to **observe, listen and use what she learned to create relationship** with the tribesmen and women.

She studied with excellence as her goal and with a desire to embrace the tribes people with compassion and a desire to give them MORE than the service they required. She set herself above

the rest by doing so and gained the respect and admiration of the tribe.

We can observe this type of behavior throughout history, whether it is the pre revolutionary war era, Victorian Era, The Industrial Revolutionary era, WWII era up to the modern day. In the 1920's through 1940's mens suits were made by some tailors with TWO (2) sets of pants for the same price. Excellent value that although not necessary, allowed the tailor to stand out in a crowded field. **He gave value, excellence AND knew how to build a relationship with his customers and suppliers in order to perpetuate future business, revenue and sustain success.**

I grew up in the 1950's; a time when Morris the Milkman became an extended family member. Morris delivered milk to our home and always gave Mom a heads up on any sales or "specials" including new products. Our milkbox (do you remember the silver insulated box with red script writing by your front, side or back door filled with BOTTLES of milk with foil caps?) was often filled with special (extra) taste treats whether it be a new type of churned butter, special eggs, a cottage or farmers cheese, even extra cream for us kids!)

Morris knew the secret... taking the time to know each of his customers and business partners, becoming a valued resource for them and extending them his special knowledge with the intent of making them each feel special.

Boy, I sure felt special when I caught Morris giving me a wink and a nod to symbolize that he'd left a little container of cream for me (at no charge). **Shrewd businessman or the Exemplar of customer service?** Morris' value and caring keeps his memory alive 50 years later along with

a yearning for that special type of treatment from modern day vendors that is all but disappearing!

Smart Direct Sales and Networkers (who have been around since the days of the flood!) all know the secrets that Morris the Milkman, The Tailors of yore, even Ayla The Cave Girl;

**Giving MORE than fair value,
creating a feeling within a
customer and business base that
perpetuates a sense of security
and a treatment of those folks
that insured their loyalty because
of the value both perceived and
given. In a word: Relationship!**

When people FEEL that we care about them, TREAT them in a caring manner and CONTINUE to cherish their business, when people FEEL that they are getting more than fair value and that we are willing to be a problem or situation solver, they reward you with loyalty and often with referrals! Loyalty and referrals will strengthen any business as long as the perceived value continues.

Throughout the ages Customer Service has evolved as we have grown as a (human) species. We are NO different than any other species in that **we RESPOND positively to kindness, value, compassion and knowing that we are appreciated!**

Next time you find yourself speaking with a client/customer/vendor or family member, be sure to remember that **everyone responds to how you make them FEEL!** The way you make them feel determines their desire to continue to be in relationship with you, or not.

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RS Mallory has been an Educator, Corporate Trainer, Chief Communications Officer, Artist/Poetess and continues to help others create part to full time income in the Network Marketing Industry for the past 12 years.

Her journey as a nascent Network Marketer set the stage for RS to develop Compassionate Marketing, a relationship based philosophy that teaches people to embrace basic human ethos. Her story is one of acceptance, growth, self-realization and empowerment. Compassionate Marketing helps people embrace their own special talents and shows them how to use them to help others achieve their goals and dreams.

RS' Father was a Pharmacologist, predating present day Pharmacists & modern medicines. The knowledge she gathered watching her Father prepare "synergistic concoctions" from natural herbs inspired and fed her passion to educate people to take charge of and control their own health through knowledge, natural herbs, vitamins and nutritionals.

RS has extensive knowledge of the Pharmaceutical Industry and the Herbal nutritional communities.

She is presently the Co Executive Director Education for the **Distributor Rights Association**.

RS continues caring for people and has built large organizations of Compassionate Marketers" and www.CompassionateMarketing.com