



FRESH
eyes

WORTH ASKING
My Clarkston, Buy Clarkston

Is My Business Ready for My Clarkston, Buy Clarkston?

A **My Clarkston, Buy Clarkston** campaign will launch soon. Is your business ready? The campaign asks consumers to keep their business local. In return, participating businesses will be asked to make the following pledge:

My Clarkston, Buy Clarkston Business Owners' Pledge

- We will smile and treat you with respect and courtesy.
- We will offer quality products and services at a fair price.
- We will serve you promptly and be committed to your satisfaction.
- We will respect your privacy and never sell your confidential contact information.
- We will thank you for your business.
- We, too, will shop and hire local.

Consider indentifying three people who will tell you the truth. Ask them to "secret shop" your business and complete the following:

Did we smile and treat you with respect and courtesy?

1 2 3 4 5 6 7 8 9 10

Did we offer quality products and services at a fair price?

1 2 3 4 5 6 7 8 9 10

Did we serve you promptly and ask if you were satisfied?

1 2 3 4 5 6 7 8 9 10

If we collected your contact information, did we tell you what why and what we would do with it?

1 2 3 4 5 6 7 8 9 10

Did we thank you for your business?

1 2 3 4 5 6 7 8 9 10

Comments:

If you do not have three people who will tell you the truth, consider hiring someone. Use the information to identify customer service training areas and celebrate moving your business one step forward.

Sue Kinch, president of Fresh Eyes Business services helps small business owners move their businesses forward by providing objective input, affordable services and encouragement. For more information visit www.FreshEyes.cc or call (248) 572-4405.