## 5 easy steps to level up your customer service skills in your beauty business.

- 1. <u>Get to know your Customer</u>; what products would your Customer prefer? Are you servicing a corporate clientele? Is your space welcoming?
- <u>Create a brand promise</u> to your Customer and stick to it (this is loyalty to your Customer).
- 3. Determine what sets your business apart from others.
- 4. <u>Write down what you think you'd enjoy or prefer in a business</u>, such as comfortable seating, up-to-date magazines, a quiet environment, private service, etc.
- 5. Consider what you want to be remembered for in your business, such as excellent

customer service and up-to-date styling techniques.

