

A Successful Store Gets the Business

By Giving Courteous, Efficient Service

Letter Number 6

NOW please don't get the idea because we have delayed, until our sixth letter, taking up and emphasizing the sales producing value of a fine, courteous, girl organization that we consider it one of the less important elements in getting the business. We do not. Courteous and smiling service will always be, as it is today, one of the most important of all selling features.

We may have the merchandise, we may display it in a most attractive manner, our counters may be most appealing, and all of this may be ruined by indifferent, discourteous, inattentive sales girls. Customers flock in where they like to shop and customers like to shop where they feel they are welcome and appreciated.

Are your sales girls naturally pleasant and good natured? Are your men eager to satisfy and adjust complaints? Are refunds given or exchanges made in such a way that the customer feels you are happy to have had a chance to satisfy her? Do your sales girls smile as they say, "May I wait on you, please?" Do they help the customer to buy? Are they alert and peppy, waiting on several customers at once, keeping the whole group patient and good natured? Do they show their eagerness to satisfy and please? Are they proud of their merchandise, their department and their store? Do they help each other and enjoy being rushed?

These and a hundred other questions must be answered with an emphatic "Yes." The whole organization takes its cue from the manager. You and your assistant can make hundreds of customers go away happy by being cheerful and friendly.

"I'll go a block farther to trade at Kresge's. The girls there are just wonderful."