

## ***A Customer is important***

*“A customer is the most important visitor on our premises.  
The customer is not dependent on us – we are dependent on him or her.” Anonymous*

**By Bob ‘Idea Man’ Hooey**

I’m reminded of these sage words as I relax and reflect in a quaint little hotel and spa in Puerto Vallarta, Mexico. I’m sure; they could have easily been penned by many Mexican businesspeople, as this attitude is very evident by my hosts.

I am consistently amazed at the open friendliness and genuine attitude of customer service so evident everywhere I travel down here. Our hosts and staff seem genuinely glad to see us when we come to eat, get a towel for the beach or pool, ask for a cab to the marina, or ask directions to the local market.

You’d never know that, on average, they make about \$8 for a hard day’s work. It can’t be only for the tips, as they are included in the all-inclusive package I booked. What is it that drives them to be so hospitable while working so hard? You’d never know it from their happy demeanour, even toward the end of a long day working diligently to serve their customers. Their smiles are like a handshake from a close friend. They make you feel welcome.

Went for a sail yesterday (August 21<sup>st</sup>) on the Pacific Dreams’ Gypsy Spirit, a 60-foot ketch rigged ship with a crew of three and a couple of helpers from adjacent boats. Our host and his crew were very gracious to our needs and even let me take the wheel for most of the trip across the bay to the private little beach at a small fishing village. Our host took us snorkelling, pointing out the various fish and underwater sites, while the crew prepared an amazing lunch on a beach side grill... way beyond what I would have expected for the price of the trip. Again, a genuine interest in me and in making sure we all had a great sail. If you were ever coming down here, I’d certainly recommend these folks.

- When was the last time you walked into a store or place of business and had someone look up and a genuine smile of joy and acceptance cross their face?
- When was the last time you welcomed a customer or colleague in this manner?
- What needs to change to instill this level of interaction and service?

Perhaps we can each, learn a lesson, from my Mexican friends in how to enhance our customers experience with us. Do you think that might help you build your career or business?

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