

A Girl Entrepreneur's Guide to Sprinkle Sundays: Cracks in the Cone (Book #2)

Allie, Sierra, and Tamiko had a lot of fun and learned a ton about customer service while working at Molly's Ice Cream. Tamiko is a people person so she was put in charge of taking orders and working with the customers. She did a great job making people feel welcome (even Grumpy Guy!). Here are some tips from Tamiko's customer service skills that can help you with your customers.

Connect the Dots:

Connecting the dots is a way to use information you learn about your customers to make them feel important. Like when Tamiko noticed the nurse wearing a unicorn barrette and offered to make her a unicorn sundae. That made the nurse feel like Tamiko cared about her and might have been the reason she came back to the shop the next week - and brought two friends with her. What can you learn about your customers to help your business?

Get Along with Grumpy Guys and Girls:

As Allie's mom said, grumpy customers are part of doing business. But Tamiko handled Grumpy Guy very well. Even when he accused her of mistakenly putting whipped cream on his ice cream, she managed to give him a fake smile and pretend like she wasn't bothered. She did such a good job of not getting upset or arguing with him for too long that he came back the next week! And when he did, Tamiko remembered he doesn't like sprinkles and saved Allie from making a huge mistake. Try to keep your cool when dealing with your own Grumpy Guy.

Own your Mistakes:

Mistakes happen all the time. But it's how you deal with them that matters. If you make a mistake, confess and apologize for it right away. "I'm sorry I accidentally put my thumb in your ice cream, we'll make you a new one right away." Fixing the mistake is a great start, but turning a negative into a positive is even better. For example, your customer with the thumb sundae may tell her friends about the ice cream mishap. But what if, when you remake her ice cream, you give her an extra scoop or free topping? Then she'll be telling her friends about the nice people at the shop who fixed their mistake. And maybe her friends will buy from you, too! You can change the story a customer tells about your business from a horror story to a fairy tale by writing a happy ending.