Effective Methods for Improving Business Credibility

01. Under Promise - Over Deliver
Strive to exceed your customer’s expectations

02. Quickly Admit Your Mistakes
People are more apt to do business with people they trust

03. Always Express Gratitude
Thank people for coming in, even if they did not make a purchase

04. Be Honorable - Keep Your Word
If you tell a customer that you will do something . . . Do It!

05. Provide Additional Information
Help your customers get the most from their product/service

06. Offer A Satisfaction Guarantee
This helps people feel more confident about making a purchase

07. Be the BEST at What You Do
You want to be known as the leading expert in your line of work

08. Make It Fun & Memorable
Do something unique to help people remember you and your business
Include a discount card and/or some penny candies in their shopping bag