

## Attention: Focus on the Customer

While projecting a positive attitude, you must focus that attitude on the needs, wants, thoughts, and feelings of your customers. Customers demand and deserve to be treated like individuals. When you pay attention to a customer, approaching each as unique from all other customers, you will soon discover that individual customer's wants and needs. You will also notice that different customers want and need different things.

When paying attention to your customers, try to see things from their perspective! It is important for you to know:

What do your customers **w**\_\_\_\_\_.

What do your customers **n**\_\_\_\_\_.

What do your customers **t**\_\_\_\_\_.

What do your customers **f**\_\_\_\_\_.

### Perception Exercise

We can't assume that we know what a customer is telling us just by their words alone.

- 1.
- 2.
- 3.
- 4.

**Seek first to understand the customer so you will know what to do to create a memorable experience.**