

YAI YAI Style

May 2010

Business 101 “WOW” your guests!

Many are suffering in this economy. Guests are spending less and businesses are struggling to survive. How do we create a union between the guest and the business owner?? Well that should be simple. In this difficult economy, guests are saving to splurge and when they do, they expect a lot for their money. The key to high retention, in any industry, is guest service. Everyone wants to be treated properly at the Dr. Office, retail stores and especially food establishments as this is a get-a-way! No matter your industry, you want to create “raving fans”! Your business will explode with a good word on the street. We all know that people like to talk. Unfortunately they spread bad news way more than good news. This has definitely been proven. The angry guest will tell everyone

they know, the happy guest will mention it a few times. So, it is crucial for you to have a highly effective training program for your staff! Your entire team reflects on your image. Create a bonus program or contests to inspire your team to exceed your guest’s expectations. You will be surprised at the results if your team works together!

Promos are great and bring people in to tour your business. Take into consideration the time of year and plan the promo accordingly. Create a guest list and market to your fans. Offer your guests to bring a friend at a discount. Everyone loves a few bucks off here and there.

Have passion for what you do and do it with excellence! Success is in your vision and your talent. Use your talent wisely and to its fullest potential. Continue to grow and don’t forget to remove yourself from your work environment from time to time. It is difficult to see the “issues” when you are inside of the picture, go on field trips and tour business in a city. You will learn good and bad tips, but be amazed at your findings. Remember...

“field trips” are a tax deduction! Also, attend seminars hosted by your industry. You will be refreshed and rejuvenated with innovative “new” ideas!

Remember to give thanks for all of your blessings with your business. Remember to give back with charitable donations. When feeling frustrated, consult with a friend that may be in the same situation, I love the word of how we receive wisdom in the multitude of council! Our guidance is there, sometimes, we just need to listen.

May you prosper in this season!

Your Friend,



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