



November 2006
Newsletter

Customer Service	KB Consulting Press Release
<p>Am I the only one in this city that feels no one knows how to say hello anymore? How about a “please” and a “thank you” once and awhile?!?! What happened to those old time movies when people would be happy in the department stores during the holiday season? None of this bah hum bug stuff that we seem to get not only in the holiday season but all year round!</p> <p>While many people may be accustomed to this mentality, I am not. Neither are my clients, my customers or my associates. This society needs an attitude adjustment and not just for the holiday season. Ask yourself, what makes your business different from the one down the street? Don’t answer with the obvious, like you don’t sell the same product, but look deeper. Do you provide customer service that is outstanding? Do you have on going relationships with your customers? Who are your customers?</p> <p>Many business owners forget to address their internal staff as the internal customer. Don’t forget to treat them just as well as you do your external customer. If your internal customer is happy, it will make it much easier for them to make your external customer even happier. Here are 5.5 ways that one can give customer appreciation;</p> <ol style="list-style-type: none"> 1. Smile 2. Say Thank you 3. Say Please 4. Give out compliments – they’re free! 5. Be Sincere 5.5 Be Happy <p>There are so many other ways you can show appreciation, but try these simple and free steps and see how they work.</p> <p>You will be surprised!</p>	<p>WHAT IS THE KB EXPERIENCE?</p> <p>Philadelphia, PA (September 20, 2006) – The KB Experience is here to help its current and future clients produce and promote any special events or promotional needs they will have throughout the course of their business.</p> <p>The KB Experience spun off from KB Consulting Inc, which is a company that helps small businesses find ways to increase efficiency and lower operating costs and has been in business for the last two years. Its areas of expertise included operational reorganization, staff training, sales training, loss prevention, inventory control and facility management. Kristie Bergey is the President of the KB Experience and of KB Consulting Inc.</p> <p>Even though the KB Experience has just opened its doors, it has been busy getting a hold of the special events and promotions industry through volunteer positions for many wonderful Philadelphia based not-for-profits. Ms. Bergey is the co-chair of The Rebecca Davis Dance Company Young Friends, a volunteer for the Business Volunteers for the Arts (www.artsandbusinessphila.org), Ms. Bergey worked with Latin Fiesta (www.latinfiestainc.com) to help plan a party to celebrate the release of its first CD and worked with Spiral Q Puppet Theater (www.spiralq.org) on planning its Q-LICIOUS fund-raising event. She will also be working with Spiral Q again for this year’s Q-LICIOUS event. Additionally, in the October Issue of <u>Philadelphia Magazine</u>, the KB Experience will be featured as the event planner for the Siam Lotus Fashion Fest that took place on Saturday, August 26, 2006.</p> <p>About the KB Experience For more information on the KB Experience, please call 215-783-3434. The website at www.kbconsultinginc.com</p>