



[www.butlerlearning.com](http://www.butlerlearning.com) ~ [bbutler@butlerlearningsystems.com](mailto:bbutler@butlerlearningsystems.com)

## **December 2022 Monthly Sales & Service Tip**

### **Be Thankful, Show Appreciation & Become "The Trusted Advisor" To Your Customers**

Greetings Sales and Service Pros!

This is the time where many of us reflect on our past year's performance and vow to do better next year. This is also the time to show appreciation and gratitude to our two most important assets - our customers and our associates who work with us to serve our customers. I have fond memories of when I was a small boy, riding with my Dad in the car as he went and made his rounds of dropping off gifts and saying "thanks" to his customers. This time of year, he took his time at each stop, treating each customer as if they were the only one he had. I became the conversation piece initially as he introduced me to his customers. When I met them and shook hands, all of them responded positively and showed appreciation of how helpful my father had been to them. Each time we got back in the car, he would reinforce the importance of building relationships and getting to know his customers on a personal level. I remember his famous line as he kept repeating it between stops: **"People buy from people they like."** Little did I know at the time that this saying would carry me through my 40 years of sales experience. Some things just don't change in our lives whether it's past, present or heading into the future.

So Sales and Service Professionals, this is my wish to all of you. Never forget that *"people still buy from people they like"*...but I'd like to add another word to this saying (two words!)...*and trust*. Think about it. How long does it take to establish trust and how quick can we lose it? Trust is the main ingredient that allows the customer to confide in you and elevates the relationship to the next level. In other words, when your customers need something, they should "think of you first." When you have established this mind share, you become the "Trusted Advisor" and a true partner in the relationship with the customer, which leads to other opportunities to serve and grow the business.

So, get ready for another year and season in sales and service. Try to focus on bringing the trust factor back with your customers, especially the ones who need it most. As long as Sales and Service Professionals exceed expectations, **"People will continue to buy from people they like...and trust."**

Happy Holidays and a very Merry Christmas from all of us at Butler. Kim and I cherish our relationships and friendships with all of you and are truly grateful to have served you in 2022. Here's to a "heartfelt thanks" to all of our

customers...past, present and future.

Seasons' Greetings and Happy New Year!

Bob Butler, TSP

And the BLS T.E.A.M.

**T**ogether **E**ach **A**chieves **M**ore

**Butler Learning Systems ~ P.O. Box 292555 ~ Dayton, OH 45429**

Phone: 937-298-7462

[www.butlerlearning.com](http://www.butlerlearning.com) ~ [bbutler@butlerlearningsystems.com](mailto:bbutler@butlerlearningsystems.com)

Butler Learning Systems | P.O. Box 292555, Dayton, OH 45429

[Unsubscribe](#)

[info@butlerlearningsystems.com](mailto:info@butlerlearningsystems.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [info@butlerlearningsystems.com](mailto:info@butlerlearningsystems.com)