



## ODA/Management Review

### Customer Development



### A NOTE FROM JOEL Fall 2022

Do you have a favorite restaurant, where they say from the TV series: "everybody knows your name." My wife Irene and I have local spots where we can kick back and enjoy. In a recent visit to one of our favorites, I took note of the things this restaurant does that brings us back.

Sure, the chairs are comfortable, the food is excellent and the decor is attractive. But I noticed things the staff did which I believe are game changers.

The host was watching the whole sports bar, smiling and managing the flow. The bartender and servers, were right on the ball with practiced skill. They were busy, but they were making eye contact with diners, they asked questions in a friendly way. Even the busy clean-up crew was friendly.

I know, some of these behaviors are mostly for a retail environment, but it turns out that remarkably similar tasks are present in factories, construction companies and distributors. That is the case because every business relies on customer service of all kinds.

It is not the host and waiter at work, but it is a purchasing agent, expeditor, construction supervisor, designer or factory crew leader. The same energy level and excellent communication is just as important.

Think about your favorite restaurant, does your team match their standards? If not think about how you can bring that energy and service to your team.

We will talk about more real-life approaches to Customer Development in the next Review.

Regards,  
*Joel*

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