

# How to Breed Positivity Among Customers and Clients

By Michael Cauble | October 15, 2013

For some young entrepreneurs just starting out, interacting with customers can be difficult and a little intimidating.

Yet, throughout my entrepreneurial and college journey, I've learned great communication is what makes both a company and an individual desirable to do business with. [...]

If you are having trouble figuring out how to approach customers and make them feel comfortable, here are a few tips.

**First impressions matter.** How a client is spoken to on the phone, greeted by the receptionist, treated during their visit, the quality of the service and how they are told good-bye, all take part in the overall first impression of a business. These interactions will most likely determine whether the customer will be returning. [...]

**Don't get too personal.** Depending on your industry and work environment, how personal the conversation gets will vary. [...]

Remember at the end of the day, it is about selling your product or service.

**Keep in touch.** Building a solid and professional relationship with a customer takes time. [...]

However, with everyone's lives being consumed by computers, social media and email, don't forget that telephones still exist. Sometimes a simple phone call can help quickly clarify issues.

**You can never give too many high-fives.** Always end things on a positive note when it comes time to say good-bye.

**Your word is everything.** My grandfather has been a cattle broker in America since the early '50s. One of the first lessons he taught me was to always keep your word. Once our word is broken, our credibility and reputation is put into jeopardy.

<http://www.entrepreneur.com/>