

Understanding Customer Service

One of my joys pre-10 years old was my Saturday morning trips to Beck and Benedict Hardware Store with my dad. Loved that store, it was founded in 1900 and no changes were ever made to the store. Wood floors, embossed tin ceilings, big heavy oak counters, shelves and bins. Dad would be looking for that special piece of hardware and as soon as we walked in the door somebody greeted us, took the part and lead us through the maze of hardware to that special section that had that part.

My experiences with Beck and Benedict Hardware really changed my life and my expectations to the point 30 years later I would open my own hardware store. Found the location, came to terms with Ace Hardware, arranged the financing, did all the legal stuff and ready to hire my staff. The interview process started with “are you prepared to take a dirty sink trap, grease loaded parts and lead the customer through the maze of hardware to find the needed part or hardware item?” My goal was to be just the opposite of the “Big Box” home improvement stores where finding help is almost impossible. Yes, my hardware might cost a few cents more but service, service and service made visits worth the cost. Customers loved us including the lady that made 6 trips to our hardware store to fix a sink and surprise her husband, she brought sandwiches during the 4th or 5th trip.

Certain industries and businesses still need to be driven by customer service. We all have our businesses or professionals we quickly recommend for products and services. Why, because we had a good experience with them, they went above and beyond to make sure our needs were fulfilled. Hey my REALTOR® friends, get the picture? “Raise the Bar”

Before you ask, after working 6 years, 70 hours a week for about \$12,000 a year my urge to own a hardware pasted! Oh, today by golf cart I have a Home Depot, Lowes and an Ace Hardware, you know where I start! #raisethebar