

Among the many things are customers expect from us is responsiveness.

This is the willingness to respond to customer needs by answering their phone or email requests quickly, by acknowledging them quickly in-person, and being willing to do what it takes to respond effectively to a service request.

Responsiveness is adopting a can-do attitude, and a willingness to go the extra mile for the customer. There is an increasing large body of research suggesting that soft skills (such as listening, empathy, courtesy and creating rapport) are more important than technical skills in your success in business. Certainly, you must have adequate technical skills to meet your customers needs, but it's your "soft skills" that will allow you to develop lasting relationships with your customers.

A positive attitude is the first step in building good soft skills. You have control over your attitude. Just like you can choose what clothes to wear in the morning, you can also choose what attitude to assume every day. You can choose to see the glass as half-full, or half-empty. Cliche perhaps, but true nonetheless. Your approach, or attitude, toward life is a self-fulfilling prophecy. If your attitude is "Every experience is an opportunity!", then you will interpret everything that happens to you as an interesting journey. On the other hand, if you approach your business and your life in a less than positive way, every bump in the road will seem like a huge obstacle.

Respond quickly to your customers and keep a positive, cheerful attitude and you're well on your way to winning customers for life.