



## Professional Service

Kindness and respect serve to bring high class service to the clientele. Most people happen to be followers, which can infer that they want to be led, to be taken care of, receive comfort, so to speak. And when it comes to businesses that offer service—especially professional or technical—clientele want to know they are getting the best from the best.

For businesses that serve the public, maintaining good visibility and proudly announcing the professional service into the community should be considered. This begins at the front door, the reception area and information available within the lobby and support staff. Treating every client with respect, being patient and listening to their needs are paramount. Participating in local community events can help as well.

High class service is where professional staff members can shine. First by their credentials, which should be unpretentiously demonstrated. Secondly, the organization should proudly mention and support their achievers, which can be done by a brochure available in the lobby. Thirdly, by the manager's continuous monitoring and evaluating performance, and lastly, by getting feedback and testimonials from the clientele.

High class true service can only be accomplished by sustained surveillance of the professional and support staff. Peer evaluation presents a challenging attempt to monitor high class service, but it offers immediate and corrective feedback opportunities.

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