

## Why Don't We Use the Customer's Name?

There are reasons, or should I say excuses, why some people don't use the customer's names. I think one of the biggest ones I have heard over the years is; some people don't know whether to use the customer's first name or their last name. There's an unspoken rule that seems to work quite well; and that is if the customer is younger than you, you could use their first name, and if they're older than you, you use their last name out of respect. But, there may be a circumstance where you can't tell the person's age. If you cannot tell which way to go, the absolutely safest thing you can do is use the customer's last name. Whether or not they are 80 years old, or 8 years old, you use their last name and you're going to have a satisfied customer. Especially the 8 year old who is now extremely happy with you.

If I walk in the door, you would address me as Mr. Worthley, so that's pretty safe. But when a woman walks in the door, how do we address them if we don't know whether they are married or not? The safest way to address women is "Ms", such as; *"It is good to see you Ms. Worthley."*

Then there is the anxiety many people get when they have a customer with a difficult name to pronounce. You need to understand that everybody else is afraid of their name too and that is why these people never get to hear their names. The Smiths and the Jones of the world get to hear their name all the time. It's still pretty powerful when they hear their name being used, but the people that have the difficult names are the ones that get the most out of hearing it. Whenever you see a name that is very challenging to you, individualize and personalize that person's service by reaching out and asking them the question; *"May I ask how you pronounce your name?"* That is something that most people aren't willing to do, and that would exceed most people's expectations.