

## Key Takeaways: Lesson 6 – Services & the Customer-Focused Company

1. Customers today compare your business and how you satisfy their service demands with the very best services they've received anywhere. You must recognize how high they set the bar with your business every time they walk in your door.
2. If you want to make your services extraordinary, create Ultra Services that save customers time and make it more convenient for them to spend money with your business.
3. Be especially aware of customers who are experiencing stressful situations because an Ultra Service that "Saves the Day" can be the reason customer loyalty skyrockets and positive word-of-mouth marketing spreads.
4. If you want to make your company extraordinary, look at what you can change in your company so that it's more Customer-Focused. Ask your customers what it would take for them to see your company as Awesome.

**What's Your Most Important Takeaway from this Lesson?**

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