

(Key) Anticipation Guide – The Importance of Client Satisfaction

Prior to the start of this lesson, place a check mark by each statement you THINK is true. At the conclusion of the lesson reread each statement and place a check mark by each statement you KNOW is true. Provide information that PROVES other statements are not true. You may use the back of this sheet if additional space is needed.

Knowledge before the lesson	Statements	Knowledge after lesson
	1. Two soft skills necessary for work and career success can include: <ul style="list-style-type: none"> • believing in one’s own self worth • communicating effectively 	✓
	2. Etiology can be defined as a system of moral values that help people decide right from wrong.	Ethics can be defined as a system of moral values that help people decide right from wrong.
	3. The 30 second rule is don’t make verbal contact with the client within 30 seconds of walking into the business or make eye contact. You don’t want to overwhelm the client.	The 30 second rule is to make verbal contact with the client within 30 seconds of walking into the business and make eye contact
	4. Building genuine caring relationships with clients should be a long-term goal for all businesses.	✓
	5. 20% of buying experiences are based on how the customer feels they are being treated.	70% of buying experiences are based on how the customer feels they are being treated.
	6. Client feedback and suggestions are an invaluable tool for any business.	✓
	7. The location is important in determining how successful your business will be.	✓
	8. When resolving a problem with a client, the first thing you need to do is blame to the client. It is not your fault, so you should take it personally.	The first thing you need to do is apologize to the client. It is not your fault, so you should not take it personally.