

## Guest vs Customer (Part 2):

What is a guest? **A Guest is anyone who requires our products or services, today, tomorrow or in the future.**

What is a satisfied guest? **A satisfied guest is a guest that buys from your store and is completely satisfied with their purchase because it meets all their needs and expectations.**

Who's the easiest Guest to sell to? **A returning satisfied guest.** They are coming into your store expecting to buy.

What is an unsatisfied guest? **An unsatisfied Guest is a Guest that does not buy from your store. They leave to have their needs met somewhere else.**

After the sale your customer will either become more **satisfied** OR **dissatisfied** with the product they have purchased.

Never ever **oversell** your product. Overselling your product, will lead to **dissatisfied guests.**

When serving your guest, you should not sell with the intentions of **“just making one sale”**. Instead focus on serving the needs for a lifetime. By building trust and loyalty you will earn a guest for **life.**