

Five small things that make a big impression

- 1. Manage first impressions**
Make the current caller the center of your universe right from the start.
- 2. Use the customer's name**
It's a sure way to grab the customer's attention and gain their trust.
- 3. Stay focused**
Avoid all distractions and listen deeply.
- 4. Practice service etiquette**
Incorporate "Thank you" and "My pleasure" into your service vocabulary.
- 5. Share a common bond**
Connect on a personal level through shared experiences.

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