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| **Protect the Core Checklist** | **Check** |
| * You have got to offer great service |  |
| * Answer the phone with a smile |  |
| * Make sure your Unique Selling Points (USPs) are unique and not tired |  |
| * Check that you deliver on the promises you make |  |
| * Ensure your logistics are perfect (every day) |  |
| * Plan for the future and keep this plan alive |  |
| * Get the right pricing policy |  |
| * Control your finances and never forget how you make money |  |
| * Inspire your team with huge amounts of energy and lead with humility |  |
| * Listen carefully to customer feedback and act upon it to enhance your value proposition |  |
| * Constantly look for innovations to improve your products and services |  |
| * Nurture the creativity of your staff and keep energy levels high at all times |  |
| * Invest in staff training to capacity build the whole team |  |
| * Keep your premises looking and functioning smartly |  |
| * Build smart technology into all aspects of your customer interactions |  |
| * Get ahead of environmental and sustainability issues |  |
| * Be seen to deliver 100% quality |  |
| * Enhance the value of your brand |  |
| * Get close to all your customers to secure their ongoing business and identify new needs |  |