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