

# 7 Rules for staying in the game

Guidelines for customer interactions...and everyone is a customer!

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- 1 Be respectful to everyone and maintain your composure—even in difficult situations.**  
Treat customers—internal and external—the same way you would like to be treated.
  - 2 Acknowledge calls and emails ASAP—at the latest, within 24 hours.**  
Sooner is better...even if you don't have answers or the answer is in progress.
  - 3 Give customers the benefit of the doubt and strive to see their side of things.**  
Blatantly proving others wrong and yourself right is not productive—think strategically and speak factually.
  - 4 Follow up significant discussions and meetings with a confirming email.**  
Good for the records and everyone is apprised of the issues.
  - 5 Update customers on issues in a timely manner – don't wait for them to call you.**  
Communicate early and often with a brief call, and follow up with an email.
  - 6 Take ownership of all inquiries received, even if you're not the real owner.**  
Personally speak to the real owner before hand-off—verify that the customer receives a satisfactory response.
  - 7 Program voice mail with '03' option—include a contact name and telephone number.**  
Activate alternate voice mail and computer out-of-office features when away from office or when office is closed.
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