

## Are You Getting All The Customers You Want

By Cynthia Messer

Most small businesses look to grow their business by marketing, adding new products or offering a sale price. But research suggests that creating a satisfied customer is 5-10 times less expensive than getting new customers. One of the most effective ways to increase business is to create satisfied customers who tell other people about your business. Marketing, new products or a sale price brings customers in the door, but providing great customer service will bring them back. Creating satisfied customers is about meeting (or exceeding) their expectations. It starts with understanding what your customers need and what they expect from your business...and then doing it. But this doesn't just happen – it takes everyone and every aspect of your business to do the job.

- Do you know what your customers expect? — Ask them
- Is quality built into your operating systems? — Provide good service to every customer
- Is your staff ready to provide good service? — Make sure they are.

The first step is to be sure everyone in the business is trained to provide great service



to each of your customers. Remember, your staff is the face of your business — the front line in serving your customers. Investing in staff training is investing in your business.

Tips for delivering great service

- A smile and friendly greeting is a good start
- Treat customers with respect
- Ask questions to understand the customer's needs
- Thank the customer and invite them to return

Want to learn more? *A su servicio: como trabajar con clients de diversas culturas* is a half-day customer service training program available in English and Spanish to help businesses take the first step. Developed by the University of Minnesota, the curriculum may be purchased for use in training your staff; or workshops are offered to businesses by the Latino Economic Development Center (LEDC). Cynthia Messer is an Extension Professor with the University of Minnesota Tourism Center and co-author of the *a su servicio* program. Contact her at [cmesser@umn.edu](mailto:cmesser@umn.edu) or 612.624.6236.

## LATINOS ON THE MOVE



Christian Zepeda joined Wells Fargo Advisors, LLC in June of 2012 as a Financial Advisor offering Wealth Brokerage Services from the West St. Paul, MN office. Christian has over 9 years experience as a Financial Advisor with a CERTIFIED FINANCIAL PLANNER™, a designation awarded by the Certified Financial Planner Board of Standards, Inc. Christian develops personalized, strategic solutions to address the investment needs of pre-retirees, retirees, professional athletes, corporate clients, nonprofit organizations, and affluent families in need of financial services. When delivering solutions, he works closely with other Wells Fargo strategic partners to facilitate a collaborative effort resulting in the best possible client experience.

Christian was born in Mexico City and raised in Plymouth, MN. He is fluent in English and Spanish. As a graduate of the Carlson School of Management, University of Minnesota, Christian received his degree in Business with an emphasis in Finance. He is currently pursuing his Certified Investment Management Analyst Designation (CIMA®) offered by the Investment Management Consultants Association (IMCA®) at the Wharton School, University of Pennsylvania.

Christian believes strongly in volunteer work and serving the community. He is a member of the Executive Board of Directors with The Sanneh Foundation and is on the Cantare Advisory Committee with Vocal Essence. He also teaches financial literacy curriculum via nonprofit organizations like CLUES and The Northside Economic Opportunity Network to both at risk youth and parents.

In 2009 he received the "25 On The Rise" award by the Hispanic Chamber of Commerce of Minnesota. "25 On The Rise is a leadership award seeking to highlight successful Minnesota Hispanics under the age of forty, regardless of occupation or industry. Selection criteria includes a Hispanic origin; under the age of 40; proven leadership; community involvement; ethics and integrity; and professional and/or personal accomplishments. In 2010 he graduated from the Leadership Twin Cities Program offered by the Minneapolis Regional Chamber of Commerce.

In his spare time, he enjoys playing golf, tennis, biking, practicing YOGA, playing soccer, traveling especially back to Mexico, and spending time with family.

## Comcast Cable To Receive 2012 Award for Leadership in Hispanic Television

Two leading television industry publications, Broadcasting & Cable and Multichannel News have announced that Comcast Cable will be the first-ever recipient of their new award for Leadership in Hispanic Television. This recognition will be presented to leading executives of Comcast Cable during the Tenth Annual Hispanic Television Summit, to be held at the Marriott Marquis Hotel in Times Square of New York City on Wednesday, October 3, 2012.

Louis Hillelson, the Group Publisher for the two publications said, "Comcast has long demonstrated a remarkable tenacity toward an on-going commitment to effectively serve Hispanic customers. The management and employees of Comcast are well-deserving of this recognition because they continue to innovate and re-invigorate their efforts to provide exceptional programming, promotions, technology, and customer service for the Hispanic consumer base within the company's market areas."

Hillelson went on to mention, "We are very happy to be able to recognize Comcast as the first recipient of this note-worthy acknowledgment."

The award for Leadership in Hispanic Television is being introduced in celebration of the tenth anniversary of this signature conference for those in the business of television for Hispanic viewers. The award acknowledges a single company or organization for their extraordinary efforts to serve Hispanic viewers. This is one of two recognitions to be made at the Awards Luncheon. The other award to be presented will go to an individual who has demonstrated their ability to support the growth and development of the Hispanic television industry. This other award has traditionally been presented annually and is called the Award for Outstanding Achievement in Hispanic Television.

"Meeting and exceeding the needs of the Hispanic market is a high priority for Comcast," said Marcien Jenckes, Senior Vice President & General Manager of Video Services for Comcast. "We are honored to accept this award as a testament to the outstanding work of our dedicated multi-cultural team who continue to find ways to deliver compelling new products and the best content lineups for current and prospective Hispanic customers every day."

## HCCM Now Accepting 20 On The Rise Nominations

Nominate a Riser now at [www.20ontherise.com](http://www.20ontherise.com)

20 on the Rise is a leadership award seeking to highlight successful Minnesota Latinos under the age of 40, regardless of occupation or industry. Please visit [www.20ontherise.com](http://www.20ontherise.com) and select the 2012 Nomination Form to nominate a Riser. We will send them the 20 on the Rise 2012 Candidate Profile form, which our Selection Committee will utilize to evaluate nominees.

Selection criteria includes a minimum of 50% Hispanic origin (Latin America or Spain ancestry); under the age of 40 by August 31st, 2012; proven leadership; community involvement; ethics and integrity; and professional and/or personal accomplishments.

If you would like more information about the 20 On the Rise awards please contact Luke Matusovic at 612-312-1692 or email, [luke@hispanicmn.org](mailto:luke@hispanicmn.org)