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[www.sbrassociation.com](http://www.sbrassociation.com)

**Small Business  
Resource Association**



## THE SBRA COMMUNITY

# Are You Looking for Customers or Guests?



**By Gary Seibert, CEO,  
Small Business Resource Association**

Contrary to what most people think, I do not like to refer to the people we do business with as customers. To me a “customer” is someone you have a financial transaction with when they purchase a product or service from you.

You give something to them and they, in return, give you an appropriate amount of money in return. Robots can do that. In fact, I just read about some restaurants that are using robots to wait on tables, take orders and deliver the food. Other than going there once to experience the novelty, I am pretty sure that would be my only visit. I prefer people to people interaction.

People like to do business with people they know, like and trust. Just being a customer will never accomplish that end goal. In fact, if all you do is treat people like a customer, the likelihood that they will be a return customer will be reduced as most people are looking for much more than just a financial transaction.

Decades ago, there was a chain of 46 restaurants in Philadelphia called automats, an iconic waiter-less, coin operated restaurant under the name Horn and Hardart. They didn’t even have tables, just counters where you would stand and eat the food you got out of a vending machine. They opened in 1902 and lasted almost 100 years. At their heyday in 1940, H&H served almost 70,000 people a day. However, trends and culture changed as fast-food restaurants with plenty of seating and people to take your orders replaced the automat concept. They wanted more

customers, but their customers wanted more than vending machine food and standing at a counter to eat.

Today, the bar and restaurant industry nationwide provides over 660,000 places for you to go and satisfy your eating and dining desires. The mortality rate in this industry runs between 40 to 60 percent failure during the first two years in business. Are those failures because the food was not very good, the décor was just okay, the prices were too high or was it something else. My guess is that the owners were more interested in looking for customers than looking for what the customers really needed – Good ole fashioned, “GUEST SERVICES”.

Some of you may remember the TV sitcom “Cheers”, “where everyone knows your name”. It was based on a neighborhood bar, below a popular restaurant, that was frequented by the same clients almost daily. People were greeted as they walked through the door, and when one of the characters walked in everyone shouted “NORM”. The bartender and waitresses knew everything about everyone and they made everyone feel special every time they entered the room. Hospitality 101—great Guest Service.

Just think what your business would look like if you, and everyone that worked for you, greeted everyone that walked into your business with a smile and a genuine friendly look on their face. They talked to them and found out their name and something about them. They made it a point to make the person feel like a GUEST and not just a customer. They helped them find what they were looking for while not being pushy and just trying to make a sale. Whether they

purchased or not, the GUEST felt welcome and treated as a friend. H&H provided a good product at a good price but failed miserably at GUEST SERVICES.

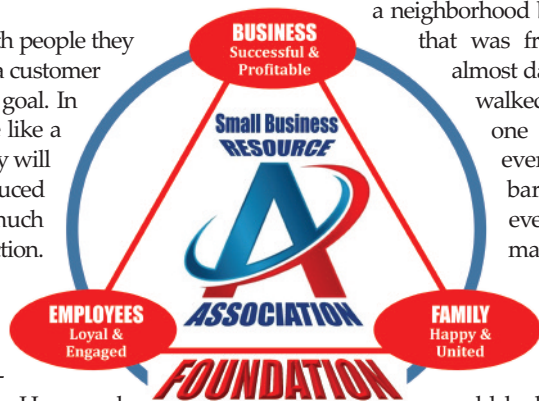
Disney is the KING of Guest Services and has one of the best training programs for their employees anywhere in the world. The standard for everyone in the organization is pretty simple—100 percent every moment you are on the Disney property. No exceptions, No excuses, treat everyone as an honored Guest. Here is the Disney guideline for Guest Service.

1. Make eye contact and smile at everyone you come into contact with.
2. Greet and welcome each and every guest.
3. Seek out information about the guest as to make them feel special.
4. Provide immediate service and recovery for guest needs.
5. Display appropriate body language at all times including facial expressions... and get rid of the cell phone.
6. Preserve the “Magical” Guest experience—Leave your problems at home and be happy.
7. Thank each and every guest for visiting and invite them back for another experience.

Disney knew the value of being aggressively friendly and hospitable, the importance of first impressions—“the greeting”, and making sure you take care of all the customer’s needs and problems.

No matter what your business is, you will have interactions with people, clients, employees, vendors and competitors. How you treat them may be the difference between people wanting to do business with you or NOT. Outrageous Guest Services is a choice. Are you treating your clients as a customer or a guest?

**Your Business—Your Future—Your Choice**





# SBRA Business Spotlight

## Queens' Café

2609 Keiser Blvd.  
Reading PA 19610  
Phone: 484-251-8890  
queenscaferreading.com

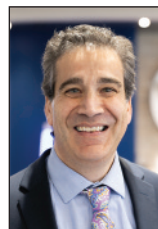
At Queens' Café,  
we aim to provide a clean  
& friendly environment.  
Serving breakfast, lunch,  
coffee & pastries!



Tuesday-Friday 7am-3pm  
Saturday 8am-2pm  
Closed Sunday & Monday



# IDENTITY THEFT — PROTECT YOURSELF!



By Anthony Pomponio, Chief Lending Officer,  
Riverfront Federal Credit Union, Certified Fraud Examiner

In today's digital age that includes instant peer to peer payments, it is important protect yourself against identity theft. As more and more personal information is stored online, there are ways to protect yourself from identity theft:

1. Use strong passwords: Choose complex passwords that include a mix of letters (including capital letters), numbers, and symbols. Use a unique password for each of your accounts and avoid using the same password for multiple accounts. While this may seem like a daunting task to remember passwords, it is the single most important thing you can do to protect yourself against identity theft.

your password. The more obstacles you put between you and the scammer, the better. Scammers want to move quickly. Like a burglar coming across a house with many spotlights vs one that does not.



5. Protect your devices: Keep your computer, smartphone, and other devices up-to-date with the latest security updates and antivirus software. Be cautious of public Wi-Fi networks and avoid accessing sensitive information while connected to an unsecured network.

2. Be cautious of phishing scams: Scammers often use phishing emails or phone calls to trick you into providing your personal information. Be suspicious of unsolicited emails or calls, and never provide personal information unless you are certain the request is legitimate. In many cases, phone calls will mimic the financial institution that you work with. This is called "spoofing." Again, never provide personal information to a person you do not know.

6. Be cautious of sharing personal information especially on social media. Avoid sharing your full name, date of birth, and other sensitive information online. Furthermore, never provide details when you are away from your home, travelling or any other personal life event online. Scammers can utilize this information to trick, hide or physically break into your home when you are away.

3. Monitor your credit report: Check your credit report regularly for any suspicious activity. You can obtain a free credit report from each of the three major credit bureaus once per year. Services exist that will monitor your credit report daily for a fee. Be sure to use legitimate companies for this service.

7. Shred sensitive documents: Shred any documents that contain sensitive information, such as credit card statements or bank statements, before disposing of them. Many local townships have shredding events — check when these occur so that you can shred all of your personal information.

4. Use two-factor authentication: Enable two-factor authentication for your online accounts. This adds an extra layer of security by requiring you to provide a second form of authentication, such as a code sent to your phone, in addition to

By taking these steps, you will protect yourself against identify theft by making it harder for the scammer to get access to your personal information.

## SBRA Monthly Member Shout Out

Members Helping Each Other Grow

**Bachmans Roofing**  
www.bachmansroofing.com

**Berks Hearing Professionals**  
www.berkshearing.com

**Mangia! Italian Restaurant & Pizzeria**  
www.mangiaitalianrestaurant.com

**MATOS TIRE SERVICE LLC**  
www.instagram.com/matos\_tire\_service\_llc

## SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

**BREAKFAST Referral CLUB**  
Network. Learn. Connect.

**SBRA Breakfast Referral Club**

Friday, December 6th,  
7:30-9:00 a.m. at B2 Bistro in West Reading

**Tune Up Tuesday Zoom Workshop** –  
Tuesday, December 3rd, 9:30-10:30 am  
information. sharing. motivating.



## Networking "Jingle" Mingle

Wednesday, December 18th, 5:30-7:00 at Riverfront Federal Credit Union

## WELCOME NEW SBRA MEMBERS

Matos Tire Service  
Maid to Bee Clean  
Queens' Café  
Sitren Skin Therapy  
East Coast Sports Academy  
Go Fish Seafood

Just B Whole Body and Wellness Coaching  
Kinya Ramen  
Spartan Capital  
WindowHero Northeast Reading  
Will Omlor, EOS Implementer