

THE SWEENEY TICKET

Published by Sweeney Enterprises LLC, 77 Davis Street, Corning, NY 14830 - Company Owner Denis Sweeney
Web: sweenenterprises.com Facebook.com/SweeneyEnterprisesLLCConsultant Twitter @sweenenterprise
607.769.5145 dsweeney@sweenenterprises.com

Quality in Today's Marketplace



Quality has always been important to buyers. In today's marketplace still reeling from the aftereffects of the COVID pandemic, it is even more important. If you don't think quality matters, just ask customers.

Levels of Quality – Depending on the product, service, or industry niche, different levels of quality can and are delivered by a business. For example, there is a different level of quality expected from a high-end, luxury automobile versus a low-priced, economy car. Businesses, therefore, should strive to be the “best in their class” when it comes to quality. The main competition is between products and services of essentially the same class.

Customers are Monarchs for Business



A King or Queen

Put customers on a pedestal. Make them feel like a king or queen. They might forget the details of a sales pitch or the value they originally perceived for a product or service purchased, but they'll never forget how you made them feel.

It's second nature for successful businesses to treat their customers like royalty. For some, that's not the case. Mark Twain is noted for this quote:
"Kindness is the language which the deaf can hear and the blind can see."

I'm sure Twain, who spent many summers in my hometown of Elmira, NY, would agree with this AASBC® "Tip of the Week" regarding a King or Queen.

Learn Business Tips from "Business Bits"

Here's an opportunity to learn more about the ins and outs of the business world. Check out my "Business Bits Blog," the newest edition to my website at www.sweenenterprises.com.

Each month, a new topic is featured, and each article is only a five-minute read. After all, life is all about learning new things.



Money Saved, Money Lost – When businesses decide to skimp on quality by saving a little money today, money gets lost tomorrow with the end result being customer dissatisfaction rather than customer satisfaction and customer retention. A quality issue might arise that was not foreseen by the business and inferior products are sold or services delivered. An important outcome is how these situations are handled that will make the difference between retaining or losing customers.

Quality Issues – When quality issues first arise and buyers are not pleased, they must be dealt with immediately through a variety of alternatives. When a business becomes aware of a quality issue and does nothing, this is tantamount to creating a business disaster. With online reviews and social media omnipresent today, dissatisfied customers can chastise a business far beyond their own circle of friends and acquaintances.

Quality is Lasting – If there is a quality issue, a business must figure out how to resolve it immediately. Long-term sustainable businesses need customers who want to repeat their buying experience and must prove to customers that the quality they deliver is what is promised and expected.

This Year's Unique Holiday Gift – VHS Tapes to USB Flash Drives



There's no need to look any further for that special, one-of-a-kind holiday gift.

How many of those memorable moments in your life are captured on those 20th century VHS tapes?

Sweeney Enterprises LLC has the capability to relive those special times for you without needing a VCR machine.

Over the years, the digital versions of VHS tapes have brightened the holiday spirit of many people. I've

been told from customers how the smiles have been unforgettable. That happens when family and friends are able to relive their memories from yesteryear by watching their VHS videotapes on DVDs or USB flash drives.

Here's the cherished Christmas gift that won't be returned on December 26. So, the time you could have spent standing in the "Customer Service" line or checking out the clearance rack could be used watching their video on their laptops or desktops.

The holiday shopping season will be over before you know it. Don't delay! Contact *Sweeney Enterprises LLC* today for more information about its VHS tape to DVD or USB flash drive transfer service.

Visit Sweeney Enterprises LLC on the web and learn how Sweeney Enterprises LLC can serve as your marketing/public relations/video production consultant.

Sweeney Enterprises LLC
77 Davis Street
Corning, New York 14830

Sweeney Enterprises LLC:
A Member of the Social
Media Network

