



PLAN FOR THE UNEXPECTED

Do your very best to avoid disappointing your customers they may never darken your door again.

I have some friends who decided to meet for breakfast a few days ago. Some were local, but others were driving quite a distance to meet. It wasn't anything special, just old friends gathering to share old-times, swap stories, and enjoy the friendships that had been years in the making. They all agreed to a time and place that fit their schedules, and marked their calendars to jog their memories. Everyone was looking forward to it.

When the time came to meet, one after another, they arrived at their destination only to be greeted by darkened windows, and a closed sign on the front door. One of the group strolled up to the door to verify the days and hours of operation, although they all knew that the café was supposed to be open that day. Nope, there was no indication of a change in hours, or why the door was locked on this particular day.

Disappointed, the small group of old friends retreated to another establishment for their breakfast, one that was not locally owned, but was open and ready to serve the patrons who ventured in.

Later in the day, someone check the Facebook page of the first establishment and found a message stating "I'm sorry, but I'm running late this morning." Of course, that did little to curb the disappointed patrons who showed up expecting the café to be open.

Is there a moral to the story? Of course. Plan for the unexpected, and do whatever is necessary to avoid disappointing your customers; they may never darken your door again.

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