

## ***Ten ways to care for your best customers***

1. Learn their name
2. Eventually, introduce them to all front-of-the-house staff
3. Treat them with formal respect (sir, ma'am, etc., unless excused by them)
4. Address them by name (Ms., Mrs., Mr., Dr., etc.)
5. Communicate their likes and dislikes to everyone who needs to know
6. Occasionally give them something extra that they will enjoy
7. Thank them for recommending other diners
8. Avoid mailing them promotional pieces unless they request them
9. Extend special invitations in person, if possible
10. Address them by name (repeated for emphasis)