

# The Face of the Company

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If you work in customer service you know that sometimes it can be difficult to keep a smile on your face, especially when dealing with a demanding or hostile customer. But smiling, even when you don't feel like it, improves not only the customer's experience, but also your experience on the job everyday. Here are five ways smiling can give you better results from every customer interaction.

1. Memorize this: how you look is what they hear. Even when working over the phone, a smile projects a friendly and upbeat attitude to the customer. And since people tend to give back what is projected to them, it is more difficult for a customer to lose control when perceiving a friendly tone.
2. It is still possible, even with a smile on your face, to be disingenuous or come across as sarcastic. Make sure you always speak with courtesy and respect. Even when working with the most irritating customers, remember that you are there to serve them, not the other way around.
3. Keep a mirror near your desk to remind you to keep a smile on your face. Your facial expressions affect your emotions; how you look affects how you feel. It is hard to get wrapped up in someone else's irritation with a smile on your face.
4. Learn to manage your stress. Since customer service is one of the most stressful professions, be sure to take care of yourself. Get adequate sleep, eat a well-balanced diet, and exercise to help keep you at your best. For short-term stress management, take a deep breath now and again to help you maintain your composure. Now is not the time to take anything personally. Remember to remain professional at all times.
5. Just as the mirror serves as a reminder to smile, keep a photo nearby of your family, pet, or anything else that brings a smile to your face. It is hard to stay angry when looking at something that brings you pleasure.

Remember that you are the face (and voice) of your company. Every customer contact - whether positive or negative - is remembered long after the purchase is made. Whether customers leave with a good or bad image of your company is often attributable directly to you. So smile to help them feel good. When they feel good about their transactions, they'll be back to do business again.

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