**Objective 1.04 Outline**

1. Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
   1. Customer relations- the way a business and employees of the business communicate and interact with their customers.
   2. Importance of positive customer relations
      1. Develops customer trust in product or service
      2. Allows company to seek and act on customer feedback to improve product or service
      3. Develops repeat business
      4. Establish long term success
   3. Techniques for building
      1. Understand each customer has unique needs
      2. Listen to and engage your customers
      3. Set and achieve high service standards
      4. Provide quality service