

Skilled employee overcomes customers' rudeness

Every so often, I get into what my husband terms the "shopping mode." I make the rounds at various strip centers, downtown shopping districts and regional malls literally to shop until I drop.

Regardless of what I have or haven't found to buy, it seems that I always discover something new about people in the process.

For so long, many have focused attention on what business owners, sales management and staff personnel do or don't do right in their attempt to create and maintain good customer relations.

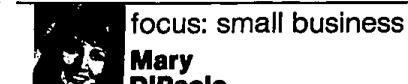
But what about customers' responsibility? No one likes having to in-

teract with rude, inconsiderate and demanding customers.

After a recent outing to Westland Mall, I was once again reminded of the difficult job many salespeople face in serving the customers no body wants.

SHALINI CANNOT be more than 19 and yet is a seasoned pro when it comes to handling a steady stream of demanding customers. We met last week while I was walking through Hudson's, and she offered me a free makeup demonstration.

After she began her work, we were interrupted by a mother/daughter team who wanted to buy



focus: small business
Mary DiPaolo

some merchandise.

Although I was slightly annoyed by the intrusion, I became even more annoyed at the way these two women behaved. You'd think that Shalini set the prices by the way she was berated about "how expensive" everything was.

You'd also think that mom had

major insecurity problems by the other, equally inappropriate comments.

After they left, the "purple eye shadow" lady appeared on the scene. She sat down in front of the display and demanded some (you got it) purple eyeshadow. As Shalini patiently attempted to serve this customer,

the woman became increasingly agitated.

"No, that's not what I want. It's too dark... it's too light."

After several minutes, I calmly directed her to another part of the store where additional shadows were on display. She barked an "I know" at me before walking off abruptly.

Ten minutes and two customers later, I began wondering if Shalini and I had entered the Twilight Zone.

Although I expected Shalini to make at least one comment about what had just transpired, she maintained a completely professional attitude. She apologized for keeping

me waiting and then finished what turned out to be a great demonstration.

As we parted company, I realized that no matter what Shalini chooses to do as a career, she'll be a great success at it.

Shalini is one employee Hudson's should be thankful they have. I know I am.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series "Focus: The Small Business Environment."

marketplace

datebook

MARS Advertising of Southfield will handle marketing and advertising for the RiveRside and BI Lo food stores of RiveRside Supermarkets, headquartered in DuBois, Pa.

Wilshire Plaza-North, a property of Kirc Real Estate Development Ltd. of Bloomfield Hills, has been recognized with a second major Award of Excellence. The office building, on Wilshire Drive at Crooks in Troy, was honored by the National Commercial Builders Council for creative use of a difficult site.

Jethro Compancy of Birmingham will coach three high-potential women managers for the Crowley Maritime Corp. Information Systems Division in San Francisco in order to increase the women's management skills.

Travel Agents International celebrated its grand opening Aug. 4 at the Simbury Plaza at 14 Main and Farmington Road in West Bloomfield.

JB Communications of Bingham Farms will produce marketing publications for St. John — Bon Secours Senior Community in Detroit. JB Communications also produced the 1987 Annual Report for St. Clair Health Corp., the parent company of St. John Hospital.

Finders of Bloomfield Hills will handle advertising and marketing communication for JL Communications Ltd. of St. Clair Shores. Finders handles executive gift selection and international protocol, often commissioning original works of art.

Rollins Medical/Dental Systems of Southfield, a dealer in hardware and software for the health care profession, hired CTS Associates Inc. of Detroit to handle advertising and public relations.

The first Fryday's Chicken opened last month in Livonia, but the franchise plans to add 25 stores in the next year. The company is headquartered at 24225 W. Nine Mile in Southfield.

Abbey Homes of Birmingham and River Place Properties Inc. of Detroit put together a 700-acre residential development near Brighton that will preserve two-thirds of the property for parks, wildlife areas and recreation.

Bloomfield Savings moved to new headquarters at 25500 Northwestern Highway, Suite 400, Southfield. Administrative offices were in Birmingham.

RWD Technologies opened offices in Troy to provide manufacturing technology support services to the automotive industry and its suppliers. The offices are in the Liberty Center at 100 W. Big Beaver, Suite 160.

"Collaboration," a poster designed and produced by JB Communications of Birmingham, was selected for inclusion in the 57th Art Directors Club Annual Exhibition. The poster, which was awarded a certificate of merit, is among the exhibition's print entries touring Japan. The poster was designed by Bonnie Detloff Zielinski, director of design at JB Communications, and was photographed by Taro Yamashita.

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• SMALL BUSINESS MANAGEMENT

Thursday, Aug. 20 — Free small business management sampler begins at 10 a.m. at the MSU Management Center, 811 W. Square Lake Road, Troy. Information: 653-2160. Sponsors: Small Business Management Schools, Michigan State University school of business.

• BLACK MBAs

Sunday, Aug. 21 — National Black MBA Association's annual August lunch held at 11:30 a.m. in Detroit. Information: Jovita Thomas, 474-1635.

• SMALL BUSINESS MANAGEMENT

Wednesday, Aug. 24 — Free small business management sampler begins at 7 p.m. at the MSU Management Center, 811 W. Square Lake Road, Troy. Information: 653-2160. Sponsors: Small Business Management Schools, Michigan State University school of business.

• START A BUSINESS

Tuesday, Sept. 6 — "How to Start a Successful Small Business" course begins at 7 p.m. Information: 653-2160. Sponsors: Small Business Management Schools, Michigan State University school of business.

• PARALEGAL OPPORTUNITIES

Wednesday, Sept. 7 — Free job opportunity seminar on paralegal ca-

versity school of business.

• DESIGN CENTER SEMINAR

Thursday, Aug. 25 — Last Thursday seminar on "Casidoro's Innovative Kitchen" offered 4-5 p.m. in Troy. Information: Michigan Design Center, 1700 Stuts Drive #15, 48084.

• SMALL BUSINESS MANAGEMENT

Saturday, Aug. 27 — Free small business management sampler begins at 10 a.m. at the MSU Management Center, 811 W. Square Lake Road, Troy. Information: 653-2160. Sponsors: Small Business Management Schools, Michigan State University school of business.

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• GRE PREPARATION

Tuesday, Sept. 6 — Free opportunity seminar on accounting assistant career 7:30-8:30 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University school of business.

• ACCOUNTING ASSISTANT

Tuesday, Sept. 6 — Free opportunity seminar on accounting assistant career 7:30-8:30 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University school of business.

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• ENTREPRENEUR WORKSHOP

Monday, Sept. 12 — "Whole-Brain Entrepreneuring" begins at 7 p.m. in Troy. Fee: \$50. Information: Start A Business Store, 649-8546.

• ACCOUNTING EXAM

Tuesday, Sept. 13 — Waiver examinations for the accounting assistant program offered in Rochester. Fee: \$10 per examination. Information: 370-3120. Sponsor: Oakland University.

• ELECTRONIC TAX RETURNS

Thursday, Sept. 15 — The advantages of filing tax returns for individuals and tax preparers will be discussed in seminars offered at 9 a.m. and 2 p.m. at the University of Detroit Renaissance Campus, 651 E. Jefferson, Detroit. Fee: \$10. Information: 927-1501.

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REGAL CUSTOM COUPE	\$14,677	-\$1,350	\$13,327	
CENTURY CUSTOM SEDAN	\$13,663	-\$800	\$12,883	
SKYLARK CUSTOM SEDAN	\$12,254	-\$1,100	\$11,154	
SKYLARK COUPE	\$10,001	-\$500	\$9,801	

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