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“I motivate myself and my workforce by creating a positive work environment and having fun,” says Chris Panteli (Upswing). “It may seem trivial, but when we smile, laugh and buzz, so do our customers... This spreads amongst the entire team and is noticed by customers. As a result, business is on the up.”

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“Other than the usual financial hurdles, I noticed a lack of customer trust. It is essential for a small business owner to build customer support,” Patti Naser (Senior Home Transitions) notes. “Show the customers what your product/service is about! Customer engagement is integral to succeed as a small business owner.”

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“Rather than expecting blind trust from my clients, I offer them solid evidence of results as well as walking them through my processes,” Milosz Krasinski (Chilli Fruit) says. “This has helped me to build trust and to build my loyal customer base.”

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