



**In our industry where our profit depends on the right suppliers and customers, it should be our number one priority to find out what they want and to give it to them. Strive to exceed their expectations and leave a lasting impression. Customer recognition is very important at *Women's Closet Exchange*. Mary's mom always needs a chair, Karen loves diet Sprite and Nicole needs to borrow some glasses because she left hers in the car. Everyone is offered a drink upon arrival. It is the best money you will ever spend (It costs us approximately 20 cents each.) There is no appointment necessary for us to look at your items in our store. We will also be more than happy to go to clients' homes with an appointment.**

**Challenge yourself, volunteers and staff to provide not only what is expected but service that will be the topic of conversation at every cocktail party, girls' night out and family get-together.**

**Sue McCarthy, owner of *Women's Closet Exchange* in St. Louis, MO, is NARTS Treasurer and Outstanding Service Award winner. She has opened seven new locations, moved several and currently operates four shops in one plaza: ladies', plus size, children/maternity and furniture.**