



MANHEIM WEEKLY NEWSLETTER

www.manheimdowntown.org

(717) 665-1762

THIS WEEK IN MANHEIM

JANUARY 18 - 24, 2010

- 1/18 **Promotion Committee Meeting** 7:00 pm
 Manheim Downtown Development Group
 17 North Main Street
 For more information, please call 665-1762 or visit our website at www.manheimdowntown.org
- 1/19 **Seussical Jr. AUDITIONS** 6:30 pm
 Don't Miss out on the MC Rec's new Musical Production Seussical Jr. auditions. For more information or to pre-register, call 664-7506
- 1/19 **Zumba** 6:00 pm
 Crickets Performing Arts
 1 North Main Street
 For more information or to register, please call 664-4018 or visit their website at www.cricketsperformingarts.com
- 1/21 **Lego Club** 7:00 pm
 Manheim Community Library
 15 East High Street
 Children ages 5-10 are invited to come and join the fun! This month we will race to build patterns using Lego bricks.
- 1/22 **Mountain View Heating and Cooling Ribbon Cutting and Open House** 2:00 pm - 7:00 pm
 142 South Wolf Street
 Join the MDDG to welcome this business to Manheim! For more information, please visit their website at www.mountainviewheatingandcooling.com
- 1/22 **Hot, Hearty Past Buffet** 4:00 pm - 7:00 pm
 Ruhl's United Methodist Church
 4810 Elizabethtown Rd.
 Spaghetti with choice of sauce, lasagna, salad, bread, drinks & desserts. Support the Boy Scout Troop 307!

Business Tip....Making the Customer Feel Special

By Barbara Wold, Retail & Consumer Expert

Retailers and business owners hope that in tough times, people will long for the comfort of hometown shopping with people they know and trust.

Customers like to feel important. Here are some things you can do to enhance that feeling and build sales:

- Call customers by name. If you don't know their name, welcome them back to your store.
- Listen to their needs, wants, ideas and criticisms.
- Remind employees to focus on the positive. Customers don't want to come in and hear doom and gloom.
- Many customers may plan to scale back — offer more services to

build on the perceived value.

- Learn customer's preferences and respond to them.
- Get to know your customers and potential customers as people. Learn something about them and their interest.
- Compliment and reassure customers on their purchases.
- Keep in touch with customers via newsletters, email, phone calls, events and local paper advertising.
- Get to know your local newspaper editor and help him work on a human interest story about you and your business. Far better than advertising and cheaper!

In Short.... Treat customers as guests you care about!

- 1/23 **Zumba** 10:00 am
 Crickets Performing Arts
 1 North Main Street
 For more information, please call 664-4018 or visit their website at www.cricketsperformingarts.com
- 1/24 **LaserDome Show** 10:00pm - 1:00am
 LaserDome
 2050 Auction Road
 Tonight's show will feature "A Farwell Rescue plus Self Made Soul, The Hybrid, and Like Vegas. All shows are \$20 (\$15 with student ID). All shows include all you can play laser tag and halo3. For more information, please call 492-0002 www.laserdome.com