**Reflection on Chapter Nine,**

I think Chapter nine covers some very crucial thoughts and ideas that you could apply to business. When pertaining to recovering the potentially lost customer it’s crucial to maintain a healthy attitude. I really liked the ideas they had on how to apply different techniques on how to keep your customers happy. Having an understanding on how important it is to properly deal with customers can make or break your business. It is hard to recover a customer once you have lost them. When I was reading over this chapter I thought of several incidents that I’ve personally experienced with businesses and how they could have applied many of these ideas to keep me as a loyal customer rather then lose my business.

**Reflection Chapter Three,**

I think Chapter three was the most important chapter in this book because communication applies to all areas of life. It talks about listening to your customer and the many different ways you can listen to someone. This was always something that was very important in my upbringing, to look at someone while they are talking. So many people today are so busy on their phones or computers that we have learned to tune people out and this is a huge problem for face to face communication. Learning how to listen to someone and understand everything they are saying through verbal and body actions is crucial in listening and communication and the second biggest part I would have to say is to not interrupt, it’s a huge annoyance when someone interrupts and isn’t even looking at you while speaking, there is no way they can actually be listening to you. When employees do this to other employees or customers it’s going to lead to disaster and miscommunication every time.