



## List of Services

<p>What Do You Offer?</p>	<p>Include the following on your list of services;</p> <ul style="list-style-type: none"> <li>• Your services</li> <li>• Your products</li> <li>• Your options for each of these</li> <li>• Your extra charges (for transportation, shipping, wrapping, bags, taxes, etc.)</li> <li>• Payment methods available (cash, credit, debit, currency accepted)</li> <li>• Payment terms when applicable</li> <li>• Your refunds, exchange, guarantee policies</li> <li>• Memberships or loyalty point information</li> <li>• Any other important information for a customer so that there are no surprises</li> </ul>
<p>Where Do You Put This?</p>	<p>Your list of services should be extremely visible and can be made available in a variety of places;</p> <ul style="list-style-type: none"> <li>• Poster on the wall</li> <li>• Pricing board behind your cash register</li> <li>• Outside your store on an A-frame sign</li> <li>• Brochure, postcard, or flyer</li> <li>• On placemats, a standup brochure on a table</li> <li>• Back of a business card</li> <li>• Website or on social media platforms</li> <li>• Email signature</li> </ul>
<p>Show The Price?</p>	<p>If you answer YES to any of following questions, you should consider NOT showing your price;</p> <ul style="list-style-type: none"> <li>• Is your product/service considered to be of high quality?</li> <li>• Is your price above the average in the industry?</li> <li>• Are there nuances or special extras that are included that are difficult to explain?</li> </ul>