

Study guide 4.06 and 4.07 the quiz is Friday April 8th

1. Know what a USP is and what it will help you accomplish
2. Know 4 things a business should consider, when determining which services to offer its customers
3. Know the two types of services to provide and be able to explain
4. What costs are associated with service?
5. 2 reasons to providing good service enhance and increase)

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