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**"How to Select the Proper  
Pin for Your Application"**

*See Page 12*

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# Remembering and Using Your Customer's Name – **THE STEALTH APPROACH**

by John Tschohl



One of the most precious things to a customer is when you remember them and use their name. Very few organizations have mastered this skill. Amazon and Apple, two of the most successful and profitable firms in the world, use your name.

When you go to your local restaurant, bank, government office, supermarket, healthcare facility, or retailer, do they remember you? Do they use your name?

Almost all customers love hearing their name. It shows that you care and value their business. Every retailer, bank, and supermarket has 5-10 competitors within 1-3 miles of you. Competition can be tough.

I teach the stealth approach – how to grab customers from your competition without spending thousands of dollars every month on advertising or millions on capital renovation. In 1980, I wrote “Feelings,” the world’s first customer service program. Over the last 46 years, I have developed 19 customer service programs you can use to develop high-performing, customer-driven employees. “Remember Me” is one of them.

## Two Critical Steps to Remembering Your Customers:

**1. Recognize the customer** and let them know you remember them. “Hi, great to see you again.” or “Welcome back, do you want the usual?” Sometimes we fail to remember the customer’s name, but we recognize them.

**2. Use the customer’s name.** “Hi Mike, great to see you again.” or “Mr. Scholtz, I have not seen you for a week.”

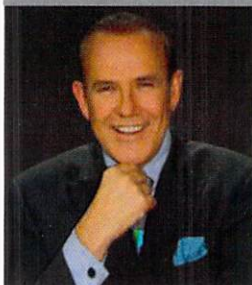
Less than one percent of companies will remember you and use your name.

Any person who wants to get promoted and make more money should use this skill. A person who receives tips can easily increase their income by 25-50% using this skill.

If we use the Pareto 80-20 rule, 20 percent of your customers give you 80% of your business. **Do you treat them special? Do you remember them and use their name?** If Apple and Amazon can use your name, it makes sense to copy two of the most successful firms in the world.

Visit [www.customer-service.com](http://www.customer-service.com) to see all the packages and tools available to help you and your organization master the skill of remembering and using your customer’s name – using the stealth approach! ◀

## JOHN TSCHOHL



John Tschohl, who became a millionaire by age 30, is the founder and president of the Service Quality Institute—the global leader in customer service—with operations in more than 40 countries. He is considered one of the world’s foremost authorities on all aspects of customer service and success and has developed 18 customer service training programs that are used by companies throughout the world. His monthly strategic newsletter is available online at no charge at [www.customer-service.com](http://www.customer-service.com). He can also be reached on Facebook, LinkedIn, and X, formerly known as Twitter.

### WANT TO IMPROVE?

#### Invest in the Remember Me Package A Three-Part Program:

Several years ago, I created “Remember Me,” a two-session program of two hours each, spaced one week apart. In developing countries 3-4 hours each. It has three parts.

1. Two videos of about 22 minutes each on a flash drive. You can view a 6-minute demo video or a 3-minute overview by me, John Tschohl.
2. A user-friendly leader guide so anyone on your staff can easily facilitate the program. Visit my website to view the video on Facilitating. We want to eliminate travel expenses and the need for outside trainers. The Facilitator Package, which includes the leader’s guide and videos, is only \$999.
3. The Participant Package includes a two-color, 120-page book for employees to use during the two sessions and to read in between the sessions in preparation for session two. It also includes a Certificate of Completion, Remember Me Technique Card, and a four-page Remember Me Performance Standard. Price is only \$20 per package, with substantial deductions for volume orders.

If you want to just test the program with 25 employees, we have a Start Up special or only \$1,499. It includes free shipping worldwide. All SQI products have a NO Ifs, NO Ands, NO Buts money-back guarantee. That means you can train your staff, and if for any reason you do not like the program, just return the product, and we will give you a complete refund.

Remember Me is also available online for only \$97 per person. You might be an individual that just wants to improve their income and move up faster in your organization. If you have employees in remote locations, they could benefit from Remember Me with online learning. We have 12 programs online. Visit [www.customer-service.com](http://www.customer-service.com) to see all that is available to help you and your organization.