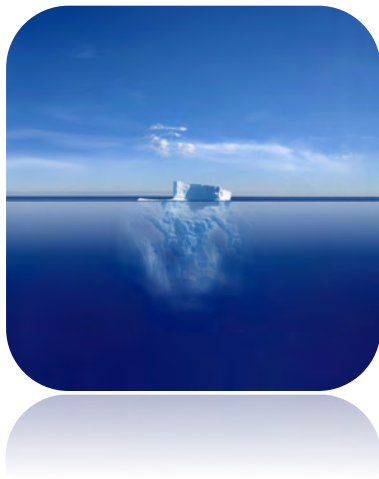




How Does Your Service Define You?

We are about helping you create world class experiences for your increased success



Like an iceberg, only 20% of each person we encounter is shown to us. The other important 80% is happening behind the scenes, or under the water in the case of an iceberg.

Since we all know what happens with a ship when it collides with the underwater part of an iceberg, (think Titanic) so too can we create a collision in some form with the people we work with, or those we serve each day.

Without taking the time to really focus and listen to those around us, opportunities are lost and crises are created.

Read More on page 2

Issue # 4 - 2010

Content



Where is Christine?
In Launceston , Hobart, Sydney and Brisbane.



Who is that person really?
Judging people through our own filters, not taking the time to really listen, lack of focus for the moment.

Coming Up



Trainers On Trial! I was invited to participate in a six episode show, based on the impact of soft skills training for every business



Judging of a different kind. Privileged to be judging the Cityprom Service Excellence Awards and celebrating with the winners at the Gala Awards Dinner in Launceston

Thought for the month

To waken interest and kindle enthusiasm is the sure way to teach easily and successfully. Tryon Edwards

Don't judge each day by the harvest you reap, but by the seeds you plant. Robert Louis Stevenson.

Continued from page 1.

It is essential to listen carefully within our interactions, as the hidden 80% will affect each individual person's responses where they filter the situation, voice, tone, and body language through their own life experiences.

When I purchased my new computer, the original experience at the time of research was a good one. When I arrived to pick it up, not only were the assistant's skills considerably poor, with a lack of interest and error after error made, it was impacted by the fact that my beautiful companion of almost 11 years (my dog Bella) had died 2 days before.

My reaction to such appalling service, at what should have been an exciting time, would not have been so deep and long lasting had these two issues not been hand in hand.

The assistant had no knowledge of my loss, yet had he offered a different service standard the overall impact would have been vastly altered and a long term business relationship would have been the end result. That is after all what we should be working toward in our business.



If you are not looking after your clients or customers by offering an exceptional experience at every point, it is certain that your competitors will be happy to do so

Key Hints and Tips



When you are the customer you want:

- ✓ To be treated as an individual
- ✓ People to show that they really do care
- ✓ Everyone to be as helpful as they can
- ✓ Solutions, not problems

Jem's gems

This time around it is not so much a lesson, as it is simply a sharing with you. In Queensland on business and presenting training sessions last week, I managed to briefly catch up with family and friends, including little Jem.

Immediately she decided we had much to talk about and do, and a part of this was her role playing various scenes in her mind with a focus on ensuring everything was just right for me. At one point I was sitting on the floor, wearing a pink tiara, discussing all manner of things important to a three year old, who is going on thirteen. Mind you this three year old does not want to be four anymore than she wanted to be three in February. This could be our lesson here, be happy with who we are, yet strive to be the best we can be.

When she was asked at one point if I could please go and share coffee time with the adults, her response was a definite, "sorry, sorry, sorry, she doesn't belong to you, she is my Queen, my darling and we have things to do".

Jem, even at this young age, is very particular about the details in her environment and in everything she does, constantly looking to see that the experience is an exceptional one for those she is interacting with. No person is ever left feeling like they do not matter and her focus at each point, is in the moment.

How wonderful if we could create a reputation in every business for ensuring that is what is offered to our customers.

How often is your telephone answered with distraction, as you remain focused on something else? How often do you forget to smile into the telephone or at a customer you are not directly dealing with? Something to think about! Small things make a huge impact, make that impact a positive one.

Your company logo is not your brand. Your culture is your brand. Your service is what defines you. Even more than ever before, people do not just buy a service or product, they buy an experience.

Your experience provided is what people buy, your logo is how they recognise you, your service is how they remember you.

Accountability. If you are serious about having a determined focus for creating a consistently high service standard (your experience) in your organisation, have in place accountability for how your staff impact on that customer experience.

This is equally as important as all the other KPIs you have accountability features for.

Please remember, from the fees paid to The Defining Edge Training and Development for every full day workshop, we make a donation toward the education of children who would normally not have access to anything other than very basic early learning.

As your staff develops the soft skills to match their technical abilities, enabling each person to reach peak performance in your business, an opportunity for an underprivileged child to seek their own potential is created.

Together we can make a difference.

You will find our easy to use contact details on the next page.

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To our wonderful clients, we appreciate you and wish you a magnificent month. Remember, we are here for you if you have any questions.

If you have an idea or experience you would like to contribute to our columns, as always I would be happy to hear from you.

If you are new to our site, please accept my invitation to have a confidential Training Needs Analysis, including a no obligation discussion on how we can help you with the key to unlocking the defining edge in your business.

Warm regards

Christine Hepburn

Instead, not only do they not have a customer, I share the story often.

Client Contributions: How the lack of exceptional service can cost business.....

When the initial purchase of an item is a positive one, we could reasonably expect that any problem that may arise from the quality would be treated with the same respect and consideration.

This is not always the case and can cost the reputation of a business. If we buy an experience and our service is how we are remembered, this is the last point of recall.

With instant access to text, twitter, email, mobile phones etc any dissatisfaction is spread from the point of extreme emotion.

One instance sent to me recently is when an expensive item was returned due to a fault, the assistant was nowhere near as enthusiastic as was experienced at the time of purchase. With a reluctant acceptance of the item and a disinterested tone, the details were discussed without too much sensitivity for the customer's position. The end result was yes a repair would be done – which is only the basic tangible part of it. The true end result is a customer who was left feeling less than valued. One who has decided never to frequent that store again and even more far reaching, a decision to not ever purchase anything from that brand at all. Do you think many people have heard of this? Definitely!

Memorable service needs to be memorable for the right reasons.



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Training and Development