



Soft skills or serious dollars?

We are about helping you define the pieces of the bigger picture for your increased success



Exciting news for all organisations who book a full day of training through us. We are now donating a portion of your training fee to provide an education for children in disadvantaged countries. These children would normally not have access to an education beyond the most basic early primary school

February 2010

Content



Where is Christine?
Launceston
Planning the details for conducting a survey on customer experiences



What's new?
Developing your company can now help develop the potential of children in underprivileged countries

Coming up



Christine will be in Brisbane in March to attend a trainer's forum, taking advantage of the excellent line up of speakers and content available



With my chapter on customer service for the book 'Training Works' finally off to the printers, I have powered on writing, taking advantage of the creative flow. This effort has me approximately two thirds through my next as yet untitled book. 4

Are the soft skills of your staff losing you profits? Page 2

Thought for the month

“Success is a science; if you have the conditions, you get the result”.

Oscar Wilde

"One customer, well taken care of, could be more valuable than \$10,000 worth of advertising.." —Jim Rohn

Have you given consideration to how your service defines you? One of the most underestimated aspects of business appears to be customer service, as an aura of complacency seems to have drifted into many organisations. From small business through to large corporations, one of the smartest strategies you can have in place is to really look after your existing clients or customers – consistently.

Do you have a marketing budget in place? Consider why you would market your business in order to gain new customers if you don't look after your existing ones exceptionally well.

Statistics state that it costs us six times as much to try to attract new customers than to look after our existing customers better. It doesn't make good business sense to ignore the customers we have in order to pay six times as much to attract more customers we will treat the same.

Consider why you would have a marketing budget if you don't first have a training budget to equip you with the skills to ensure your old and new customers are thrilled with their experience and remain with your business.

Seriously think about this, if you aren't taking care of your customers, your competition most certainly will.



Take a moment or two to think about how your clients or customers view your service. Write down the things that you look for when approaching any business to spend your hard earned money.

Key Hints and tips



Define what you would like your client or customer experience to be.

Design a strategy to implement this plan.

Develop and train your staff to ensure each person knows precisely what this experience should look like, and of course the importance of their role in it.

Ensure you deliver this at each point your client or customer comes in contact with your business.

Celebrate and reward the desired performance from your team

Jem's Gems.

As I sit here preparing this newsletter for you, appearing in front of me on skype video is a delightful small person named Jemima who lives several states away from where I am. We are sharing her third birthday party, which has been designed in detail by a delightful little girl who knows her mind.

After deliberation, a fairy party with a fairy cake was determined, followed by detailed plans for how it was to look. Once the overall theme was established, she ensured everyone knew what they had to do, including Jem playing a major role in each item of food preparation and the party table detail, what she would wear and who was to be invited.

Throughout the party, Jem has made sure I could see and hear everything that was going on, opened her gifts and said the appropriate thank you before moving on to the next parcel. Everyone sat where directed when it came time to eat, as she carefully made sure each person was included and felt special.

This little girl just a few days earlier did not wish to have anyone sing Happy Birthday on her real birthday because she was not going to be three until her party. Can you see a tiny hand going up, accompanied by the words 'stop, I am not three, I am two'? To her it all had to follow the plan for the result to be right.

At just three, here is someone who already has the basics for the exceptional as listed in hints and tips on page two. Define, design, develop, deliver and celebrate. Out of the mouths of babes!

From page 1

Have you ever given any thought to how fortunate we are in Australia to have choices - to live in a society that allows us to be who and what we wish to be if we plan and work for it. I have, and I wanted to be able to give something in return for my own daily blessings. A 'pay it forward' if you like.

Being passionate about people, their development, the learning processes and the potential for individuals and businesses to reach extreme heights when trained and inspired, it became an easy decision when I considered what form the return would take.

There are countries where children are denied even a basic education, let alone one that would enable them to achieve their full potential. There are many reasons for this, with poverty being the main reason schools, books, and educational equipment are

simply unavailable to most children in these countries.

By donating a portion of the fees paid to The Defining Edge Training and Development, for every one or two full day workshops, children can gain access to their own schooling. As your staff develops the soft skills to match their technical abilities, enabling each person to reach peak performance, an opportunity for a child to seek their own potential is created.

Every business trained will receive a card notifying them where the benefit has reached, in order for each person involved to feel pride in what they are contributing to.

I am very excited about this opportunity and see a challenge in just how much we can do in the future.

How to Contact us

Email:

training@the-defining-edge.com

Telephone:

1300 886 870

Mail:

PO Box 3088 Launceston 7250

web:

www.the-defining-edge.com

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

Client contributions:

Glasshaus Couture Eyewear has always employed a strong focus on their client/customer experiences since opening in Launceston during the later months of 2007.

Their commitment to exclusive designer label sunglasses and optical wear, (many styles such as Chanel where they are the only stockist in Tasmania or Balenciaga Australia wide) extended to creating the sort of experience not often reached.

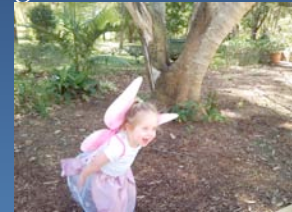
Not wishing to rest on their laurels after winning the Cityprom Business Excellence Award in 2008, Glasshaus has implemented a number of strategies from their training action plan, which has resulted in greatly increased customer advocacy. All clients not only enjoy a heightened experience from the moment they enter the showroom, they feel totally valued, display a complete sense of loyalty, and go out of their way to share this by recommending even more clients.

Glasshaus now have various methods in place to ensure there is a consistency of client experience delivery, as well as an increased focus on creating new points of interest and added value, ensuring their reputation remains in the highest echelon.



Meet Jem

A small fairy in the garden



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Training and Development