

'Go the Extra Inch'

(often called 'Customer Service')

A Guide from Crooked Stick Ltd

Your work is to discover your work and then with all your heart to give yourself to it. **Buddha**

For all my working life I have been involved in businesses where great customer service is essential to business success. Indeed, let's face it, customer service needs to be 'great' whatever business you're in, because any job (and indeed everything in 'life') is just people dealing with people.



It seems to be 'blindingly obvious common sense' that we'd want to deal with people in a 'great' way, at all times.

So it had always mystified me why this fact of 'blindingly obvious common sense' is so often not 'common practice'.

And nowhere is this more evident than at work: we all know this because we're customers of other businesses! Yet all of us seem to think everyone else apart from us has the problem!

Customer facing people always have the same issues:

They ask things like:

- Why am I never listened to?
- Why does the boss interrupt me and waste my time?
- Why don't they trust me to get on with the job?
- Why do we always seem to have changing priorities?
- Why can't we spend time and money getting the systems right, rather than on more marketing?
- Why bother with training when I'm so fed up?



And then the managers in the same organisations say:

- Why do I have to tell people the same thing time and time again?
- Why don't things happen as I've organised them?
- Why don't people follow systems?
- Why can't people be empowered and responsible?
- Why do people make these simple mistakes?
- Why isn't the 'bindingly obvious' need for great customer service common practice with our people?

Of course, these are both the same issues ... just from different points of view!

Combine these views with the following 2 business truths:

1. **Most people possess far more ability and intelligence than their job demands or even allows of them**
2. **There is a constant pressure to deliver more for less**

So perhaps it seems it's time for a change: some new thinking is required!

Because neither party is getting the best out of each other, and this results in huge amounts of wasted time, talent and resources.

At the same time, the marketplace is becoming ever more competitive, with new threats from around the world appearing at a breathtaking rate, and traditional jobs disappearing overnight.

Job security is a thing of the past.

The purpose of this work is to look at these issues from the 'front line' employees' point of view, and discuss principles and ideas that empower you, in the 'front line' to:

- Not be a victim
- Stand up for what you believe in
- Deliver great service, internally and externally
- Have a more fulfilling role
- Be empowered and responsible
- Get better results
- Be motivated and successful, whatever situation you're in

And, by doing all this, to create for yourself a **successful and fulfilling career, where you will earn well, get promoted, and feel that you are really making a difference!**

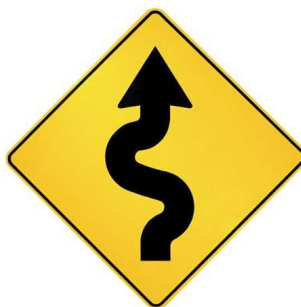
I hope this is of interest, because, if not, please stop reading NOW and ask yourself:

'Why am I doing this?', because if I don't feel I want to achieve the above in my current role (with a bit of effort), then I'm probably better off finding another role.

This raises some interesting questions:

You need to ask:

- Have I taken the time and effort to work out what I love doing
 - Or do I just work to pay the bills?
- Even if I can't or won't take the time and effort to work out what kind of work I love doing, and more importantly to organize myself to do it, have I got enough character and guts to love whatever it is I am doing at this time?
 - 'If you can't be with the one you love, love the one you're with!'



Because

- **Success really is about doing the best you can with what you have and what you are.**

It's not about money / power / influence etc: don't be hoodwinked by 'popular wisdom'

Because there actually is no such thing as 'popular wisdom', and if you don't stand for something, you'll fall for anything.

Here's my Vision:

We are in the middle of a social revolution, significantly greater in impact than the Industrial Revolution.

The internet, and explosion of information it has generated, will **empower the ordinary person unlike anything that has gone before**. It has also created a truly global economy.

On top of this, the individual previously disempowered and abused by misleading adverts and clever marketing, will become ever more demanding and unforgiving.

'Being OK' is no longer good enough: new skills and ideas are changing the world for everyone at an astonishing pace, and 'traditional' skills and mindsets are becoming extinct almost overnight. In order to prosper in the future, every individual must seek to be 'great', because, if not, you'll be 'poor'.

Very little of this is new thinking. Here are some ancient quotes on this subject

- 'He who secures the good of others has already secured his own' **Confucius**.
- 'Love thy neighbour' **Jesus**
- 'All that we are is the result of what we have thought. If a man speaks or acts with an evil thought, pain follows him. If a man speaks or acts with a pure thought, happiness follows him, like a shadow that never leaves him.' **Buddha**

... But in the hard and 'dog eat dog' world of everyday life, the message seems to have got lost a bit!

Here's a great couple of quotes to finish:

Your work is to discover your work and then with all your heart to give yourself to it. **Buddha**

The difference between 'ordinary' and 'extraordinary' is that little bit 'extra'

For further help in the form of coaching, mentoring, training, measuring or advice, please contact us at www.crooked-stick.co.uk or www.gotheextrainch.org

Tel: 07990 550057 / 01647 478123

- guy@thearnolds.biz
- phillippa@essentialpa.co.uk

Good luck!

Remember:

**It is far better to strike a straight blow
With a crooked stick
Than to spend our whole lives
Trying to straighten the darn thing out!**

Yours,

Guy Arnold

Author, Coach, Mentor & Trainer.

RRP £15



So, bearing the above in mind, perhaps you could even ask:



- What would I want people to say about me at my funeral?
- And what do I need to change in order to achieve this?

I love the following quote from Jim Rohn

**'Work hard at your job, and you'll make a ... living!
Work hard on yourself, and you make a ... success!'**

Notes

It's up to you to make a choice: if you want to choose 'success', then you'll need to put in some effort to achieve this. And the most effective way to put in effort is to adopt

The crooked stick approach

To my knowledge, no-one ever said on their deathbed:

- 'I'm glad I never did all that stuff that I really wanted to do'.
- 'Thank god, I never really fulfilled my potential'
- 'I've got to live: I need to get back to that miserable job I spend so long complaining about, and those back-stabbing turkeys I work with!'
- And the old chestnut: 'I wish I'd spent more time at the office'

But there are plenty of things every day about which you might be tempted to say : 'There's precious little I can do to change it'.

There may well be some truth in this (we can't all be the CEO, but even they have other people who dictate a lot of what they do), but I urge you to consider this.

Everything we encounter in life can be split into 2 groups:

- GROUP 1: things we're concerned about, but can't influence
 - GROUP 2 : things we're concerned about and can influence
- (Assuming that if we're not concerned about something there's no point in spending any time on it, either here, or elsewhere!)

So how do we approach this in a way that produces the results we want, and avoids frustration and stress?
Very simply, we do the following:



GROUP 2: **we focus on these things first**: we have integrity, discipline and personal organisation, and we always (well, almost always ... no-one's perfect!) do the best we can in this area. This means that we are effective in areas that we can be, and will therefore most likely be someone with some credibility.

GROUP 1: assuming we do the group 2 things as well as we can, then, with the group 1 things we do the following:

- Sort it into 2 categories:
 - Category 1: stuff we really have no influence on whatsoever (e.g.: the weather, things that have happened in the past, the economy, the personality of my boss and most things on the news), and we accept this, spend as little time on it as possible, and move on to stuff more worthy of our valuable time and attention.
 - Category 2: stuff we might be able to have some indirect influence over (e.g.: someone else's decision, or even how we are treated at work).



Unfortunately, many people do exactly the opposite: they spend literally hours discussing, focusing on, and moaning about stuff they have absolutely no influence on at all (just look at any web blog for ample evidence here), and just seem to have 'no time' to take some real pragmatic steps to influence stuff they can.

Let's call these people 'Normal'.

Truly effective and empowered people do exactly the opposite: they waste as little time as possible on the stuff they have no influence over, and spend the vast majority of their time and effort on finding solutions to the stuff that really matters. Thomas Edison was a good example of this, doing over 3000 experiments before he found a filament that worked in a light bulb (while all his friends urged him to 'give up' and told him 'candles are 'fine''). [Note: beware the word 'fine'; it's that little devil that stops progress!].

Other notable successful people who did this fantastically well include: Gandhi, Nelson Mandela, Pierre Omidyar and Mother Theresa

Let's call these people 'Abnormal'.

Now, let's just say you're the CEO of your organisation: 2 people come to you with ideas for ways to improve things at the Organisation: one 'normal' and one 'abnormal': which are you going to listen to?

This will depend on the attitude and mindset of your CEO, (and the answer to that will basically be the answer to whether your organisation thrives or struggles.)

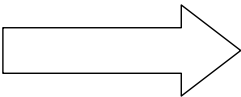
But, over time, I think it's fair to say that 'abnormal' people have the most influence in life ... and that single fact is why they are 'successful'!

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

George Bernard Shaw

We call the fact that things are not always as we want to be: 'A crooked stick': we all have 'crooked sticks', in almost every area of life.

The above philosophy means:



This booklet will explore briefly (and find simple answers to) these issues, and here's some thinking to get us going.

It is far better to strike a straight blow with a crooked stick

Than to spend our whole lives trying to straighten the darn thing out!□

NOW IT'S TIME FOR ACTION!

List here

Action	Plan	What I need to do NOW to make it actually happen
1 thing I will change today		
1 thing to change next week		
1 thing the week after		
Date to next review this material and re plan		

Well done!

It's not been easy, but you've got this far. **This is further than 95% of people ever get in their lives.**

You have taken time to consider

- What am I about?**
- What really matters?**
- What do I really need to do in order to achieve a little bit of success in my life?**
- And how will I know how I'm doing and where to go next?**

I urge you to take some time out now to complete your action plans. The world will wait for no one: you have to prioritise and do it immediately, otherwise you won't get it done. I can guarantee that if you do not do this quickly, it is unlikely that you will ever come back to it.

The best way to hold yourself accountable to making this all happen for you is to get a coach: of course, the best coaches are the ones you pay for, because they will hold you accountable whether you like it or not, but you can use a colleague or (not too close) friend to coach you, and perhaps you can coach them in return: all you need to do is make the commitment, and put the first date in the diary.

Then just keep on putting dates in the diary to help each other with ongoing improvement

Whatever you do, thanks for reading, I hope I have been some small help to you, and I wish you the very best for the future which at the very least will be challenging, but, hopefully a little less challenging with the help of this material.

And this is secret no 4: measure!

4. Measure

Why do measures work?

Because:

- **What gets measured gets done**
- **If you can measure it, you can influence it**
- **And a measure sustains you through the tough times**

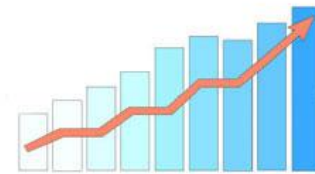
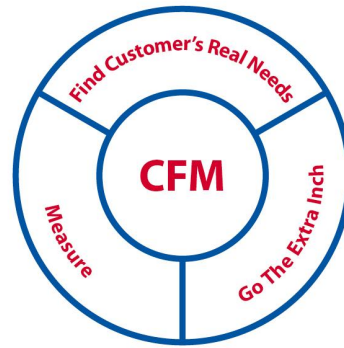
And of course: how do you know where you're going if you don't know where you are currently?

Any measure must tell you 3 things:

1. Am I on track with my CFM (am I moving forward in a 'successful' direction?)
2. Am I fulfilling my customers' REAL needs
3. Am I consistently going the extra inch (and what do I need to do in order to do this?)

You need to choose your measures but here are some that I can suggest that work.

- Feedback
- Formal personnel measures
- Simple measures of activity
 - No of bedtime stories read to my children this week
 - No of visits to the gym this month
 - No of times you've caught someone doing something well today
 - No of entries in my journal this week
 - No of self help books read this year
- Reviews
 - From your boss
 - From your family
 - From yourself
- Formal appraisals
- Mystery shopping and audits (these can be hugely helpful for specific issues)
- And, of course. RESULTS!
 - But you must be careful here: the results others want from you may not be the results you actually want in order to fulfil your customer focused mission. Always filter any results through this ... and then you WILL achieve success.



What frequency will work best for measures? Here's a guide:

Daily	Simple routines Simple actions Simple steps towards specific goals
Weekly	Weekly planning Weekly review to learn Larger steps towards goals Weekly commitments (eg fitness and diet commitments)
Monthly	Large steps towards goals
Annually	Achievement of goals Life planning

Notes:

Let's start with a phenomenally influential man of the 20th Century

Gandhi

□As human beings, our greatness lies not so much in being able to remake the world as in being able to remake ourselves□

You can look up quotes from Gandhi on the Internet: it's a very uplifting and worthwhile pastime: they are all excellent! But the point is this:

This man (and all other similarly 'abnormal' people) knew a secret, and this is the secret that I am going to impart to you.

As with all secrets, it's blindingly obvious common sense, and this secret is:

You can take a horse to water, but you can't make it drink!

Well, hooray! Now tell me and something I don't know! The point is so obvious, that it's blinding!

Remember the frustrating questions we started with?

... the horse isn't thirsty!

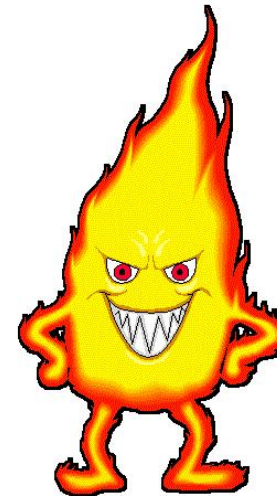
Now Gandhi knew the secret, and the secret of thirsty horses is: it's up to them. No one can make them thirsty, no one can cajole them to be. They can only create the circumstances whereby horses become thirsty and can find the water easily.

So it is with you: either you want to be GREAT at service in your life, or not.

This paper is designed to help you become thirsty, and will show you how to find the water, but the action you take is up to you completely

.You're the Horse!

It's YOUR life: YOU make the choice!



Let's consider some advice give in 2008 to Maasai warriors running in the London Marathon.

'Many people do not smile in the UK, as they work in jobs they do not enjoy'.

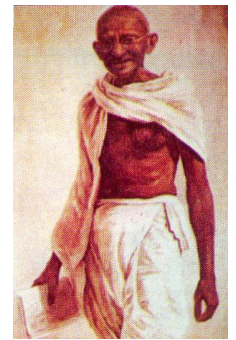
So there are 2 chances of these people being successful:

'Fat' and 'slim'

It's hard to believe (especially when you believe you're in a rut / unhappy / not listened to / trapped / victimised), but it's really very simple.

'Success' is NOT luck

'Success' is doing the right things



Successful people do different things from unsuccessful people:

they probably don't like doing them as much as the unsuccessful people don't, but they do them anyway, because they have the maturity and knowledge to know this, an inner driver to do it, and the self discipline to stick with it no matter how hard life gets.

You may not realize it yet, but I have just given you the best piece of information you have ever had. This is of course blindingly obvious common sense, but it's also based on extensive research by top psychologists and analysts.

This booklet will give you a simple system to be successful and achieve the results you want:

These will include the power to:

- Not be a victim
- Stand up for what you believe in
- Deliver great service, internally and externally
- Have a more fulfilling role
- Get better results
- Be motivated and successful, whatever situation you're in

It's simple to understand, but very often hard to do. So you have to ask yourself:

“ Have I got the guts and determination to actually start doing this, or will I give up as soon as the going starts getting tough?”

Why Some People Will Never Be Successful

“The most practical, beautiful, workable philosophy in the world won't work - if you won't.” - Zig Ziglar

He's right.

Unfortunately, most people will never know the true feeling of success. And most likely, fingers will be pointed — at everyone and everything but the one responsible.

Let's start with the most important question in the world:

Why are we here?

Here are some quotes that may be of some help:

‘For myself I am an optimist: it doesn't seem to be much use being anything else’: Winston Churchill.

‘What is life for if it is not to make life easier for others?’ George Eliot

So why are we here?

When discussing behaviour, this is of course the single most important question to answer: because this belief is the one that will dictate your behaviour. This is, of course, the question which has been perplexing mankind since time began.

And the answer is:

NOW IT'S TIME FOR ACTION!

List here

Action	Plan	What I need to do NOW to make it actually happen
1 thing I will change today		
1 thing to change next week		
1 thing the week after		
Date to next review this material and re plan		

Notes

So now you've done all this ... then what?

You need to know how you're doing.

Things to do less of:

- Watching or reading the news (good news is bad news and bad news is good news ... do you really need a dose of this every day?).
 - Tip: buy a weekly 'news roundup' magazine, and read that instead.
- Excessive TV / Internet / Gaming
 - Tip: do a bit, but be very selective and disciplined, otherwise it'll literally take over your life: everything in (planned) moderation.
 - Tip: avoid 'soaps' and 'reality TV' unless this really is central to the purpose of your life (can it be?)
- Moaning: just don't, it's destructive to you and those around you ... and no-one takes any notice of a 'moaner'.
- Arguing / criticizing / getting upset / having a closed mind
- Being too 'busy' every day, so that you don't get time for the important stuff
- Trying to 'catch every ball' that comes your way: you must know which ones you really should drop
- Using the phrases:
 - 'That makes me'
 - 'I can't' ('can't' generally means 'won't!')
 - 'I have to'
 - 'I don't have time'
- Wasting time on anything unrelated to your mission: you only have 24 hours every day ... use them wisely: you'll never get them back.
- Anything that you have absolutely no influence over ... because it's just SAD: 'stressful', 'annoying' and 'disastrous'!



Ideas from me of things to do less of:

Of course, these lists are endless,

but any more would be distinctly boring. And remember: you become what you think and do. Copy and print out the Native American saying below, and stick it on your wall: it'll be a great help!

A man said:
"Inside of me there are two dogs.
One of the dogs is mean and evil.
The other dog is good.
The mean dog fights the good dog, all of the time."
When asked which dog wins,
he reflected for a moment and replied
"The one I feed the most."

In a nutshell: 'Go the extra Inch' in all that you do every day by:

1. Knowing what matters to you
2. Accepting that your stick will ALWAYS be crooked in one way or another, then
3. Striking straight blows

And always, as Churchill used to famously say: KBO!

... God knows!

... but, **surely it makes no sense to do things averagely, when can you do things excellently. In other words, we have no idea of the meaning of life, (and wars are constantly fought over it), but, putting this aside, it makes sense to do things as well as you can because:**

- It's much more fulfilling
- It makes time pass quicker
- It's more fun
- It opens up opportunities
- It stops waste
- It's a pretty good bet that, whatever the purpose of life, we'll probably be doing something right when we do our best!
- It's the only way to achieve immortality

So, back to reality: the question I start with in my training programmes is:

Why are you doing this job?

This applies to traditional 'profit making' and 'not for profit' organisations alike, and the answer I always get first is:

"To make money!"

Of course, everyone always wants more money: even if you LOVE your job you'd always like to be paid a little more to do it ... it's natural.

So, how can you make more money doing what you do now?

The response to this always is:

Then, in order to make more money you should either:

- Demand shorter hours (so you can sell the extra hours to someone else), or
- Demand more pay per hour

But these are not realistic goals: this is a 'crooked stick': so the only way to deal with it is to find ways that you can strike straight blows!



The point is this:

- The only way to make more is to become more valuable to an employer (either the current one or a potential future one)
- The only way to do this is to give as good a service as possible in your current role
- And to keep learning and growing
- in other words

No one is paid 'by the hour'

People are paid according to the monetary value they deliver to the employer

We are employed to deliver a service that is so good that people are prepared to pay us money for doing it

This is more commonly known as: REALITY!

So: we're in a job to give a service , not to make money

- the marvellous thing is that this is a simple equation

the better the service you give: the more money you will make

(Although this may not be immediate: over time, this is a simple equation that MUST come true). Another startling example of blindingly obvious common sense!

And remember:

**To give a satisfactory service is not good enough
You have to 'go the extra inch'**

By going the extra inch, I mean:

- to your employer
- to your colleagues
- to your customer
- to yourself

Let's look at what's happening in the world today

- Businesses are innovating and changing at a breathtaking pace
- What is new today is the norm tomorrow
- 300 years ago, it'd take years or decades for competitors to catch up: today it takes months, or even weeks
- This global competition means that there is no longer any room for 'passengers'
- 'Jobs for life' no longer exist: people must be prepared to change careers many times in a working life
- Thus, the only way to make be successful, as an employee in the long term is to

- Begin with the end in mind:** think what skills and habits you need to have in order to be a person 'in demand' over the long term
- Do the best you can, all day every day, no matter how well you feel treated.** If you're good enough, you'll thrive, if not, at least you'll know quickly! (And be able to start looking for alternative employment in good time).



Other tips to go the extra inch

Here are some more 'top tips' to help you 'go the extra inch'

Things to do more of:

- Spending time on your own 'Mission' and values.
- Goal setting
- Proper planning and execution
- Relationship building
- Being a GREAT listener (this is hugely important)
- Resisting the urge to criticise
- Choosing your battles wisely, and know when discretion is the better part of valour
- Knowing when to be flexible (and when not to be)
- Reading, observing and learning
- Building 'quality circles' based on your immediate team's ability to influence service
- Building 'empowerment circles' to talk about and build enthusiasm with your circle of influence
- Getting feedback
- Giving feedback: with courage and consideration
- Using 'I' messages, and avoiding 'you' messages when giving feedback (eg: avoid 'you're lazy', and instead say 'I feel hurt when you don't help me with the chores'): it's MUCH easier to do and much more effective.
- Effective influencing of things that matter
- Having fun
- Keeping in shape physically, mentally, spiritually and emotionally
- Recognising your thoughts:
 - Feed the positive and helpful ones
 - Starve the negative and unhelpful ones
- Doing random acts of kindness
- Giving up the dangerous belief that 'More is better'
- Looking for the extraordinary in the ordinary
- Letting others take the glory
- Setting aside time every day to be 'quiet'
- Drinking more water and less coffee
- Being a human 'being' not a human 'doing'
- And remember how VERY insignificant we all are ... so most things are not REALLY worth getting worked up about!



And, in ANY situation, always asking yourself:

- Does this REALLY matter?
- If so: what can I do about it RIGHT NOW to start 'going the extra inch'?

Ideas from me of things to do more of:

And, by way of illustration, here are some howlers

Action	Build trust?	Make life easier?
A butcher who tries to cut costs by selling inferior cuts of meat and pretending they are better than they are	X	X
A restaurant which charges a standard service charge on the bill, on top of the published prices, whether the customer agrees or not	X	Y
A sales assistant, who just goes through the routine by asking ' can I help you?' ' (Of course: the answer to this is always ' no ')		X
A person handling a complaint who doesn't bother to keep the customer in the loop, even though they might be handling the complaint in an effective manner		X
An ice cream salesman who just sells ice cream to people who ask for them		X
A sales assistant in a store who notices a long queue at the till, but is ' too busy ' to do anything about it	X	X
A sales assistant in a store who notices a long queue at the till, opens another till, but says nothing and just watches the customers barge each other out of the way to get to the front of the queue		X
A person dealing with a customer on the phone, who has no system to member personal information, or is too busy to spend time on small ' niceties '	X	X
A person who thinks they might be running late for a meeting, but doesn't bother to phone ahead, (or doesn't make the call until just before the meeting), because they had hoped they would get their on-time by driving faster	X	X

Please use this space to write down your own examples

Going the extra inch

Not going the extra inch



Notes:

Bingo!

Now we know what we're talking about.

Sometimes (well quite often actually) I'm accused of talking soft and fluffy nonsense, and

- 1. 'it's tough out there'
- 2. 'in reality it's not like that'
- 3. my employer just wants to pay the minimum he/she can get away with

To which I reply (in order):

- 1. 'Yes, that's why it's so important to get this right:: the worse you do this, the tougher it will be for you'
- 2. 'Reality is what you make it :
 - a. If your attitude is 'I'll believe it when I see it' (the great 'glass half empty' view), then you'll be right:.
 - b. If your attitude is 'I'll see it when I believe it (the great 'glass half full' view) then you'll be right.
 - c. Give it a go: if it's so awful 'out there' then surely things can't get any worse!'
 - d. I love the quote from Henry Ford, and have it stuck on my office wall: **"if you think you can, or you think you can't, you're probably right"**. Great!
- 3. 'Yes, keeping costs down is important, but you're in this for the long term: if you want to progress you have to prove you're worth it first, because cost is ONLY more important than ability when you haven't demonstrated your ability well. '

If your employer is hiring you purely because you're cheap, what they are really telling you is that your value could do with some improvement!

Begin with the end in mind:

Here's an exercise called 'Vision & Making Money'. Have a go at it and see how you get on:

Why am I doing this?	
What is the value I deliver that makes it worth paying me?	
Am I proud of what I do? (Would I do it if I felt I had the choice?)	
What would I do differently if I could change anything?	
In an ideal world what would the best service in the world in my job look like?	

The point of this exercise is that if your own values and goals are aligned to those of your organisation or job, then great, you can help them drive forward towards 'success'.

If not, then you need to be asking yourself why you're spending your valuable time doing all this stuff every day, and what else might you be doing instead?

There are 4 victims when someone is in the wrong occupation:

- 1. **The organisation:** because you'll never be able to deliver great service, and, often you'll actually be a drain on them
- 2. **You:** no one on their deathbed said: 'I'm glad I slaved away in a job I hated for 40 years so I could get that index linked pension'.
- 3. **The poor customer:** who has to listen to the moans, and suffer Fawltly Towers levels of service
- 4. **Everyone:** because things get wasted, and life becomes much tougher than it needs to be.

Has this raised some issues? Do you need to speak to others in your organisation?

Probably.

... good, you're normal.

List here any actions, within your influence, that you need to take to clarify or change anything that's come up from the above exercise

List here things that you think you can't influence but that need clarifying or changing.

Things	Who I need to speak to

NOW make an appointment in your diary / planner to take some action on this today (or at least tomorrow ... we'll give you tonight to think it over!).

Remember:
‘No farmer ever ploughed his field by turning it over in his mind’.

Take some action within the next 24 hours, or you never will.



Examples of the ‘Extra Inch’ and what it REALLY means to the customer.

Most of what we have already covered is what I would call ' foundational material '.

In effect, if we do not do most of this fairly well, we will be in trouble, and be unable to ' go the extra inch' consistently and excellently, every day.

Some days we might feel good, and find it easy, and some days we might feel bad, and find it hard. Do you ever feel like this?

Of course you do, so you must work on the 12 principles shown above, diligently and excellently, and ' going the extra inch' will become easier every day.

And you will become more successful!

Putting this aside, here is some more explanation on ' going the extra inch '

- ' Going the extra inch ' is all about delivering something a little bit ' special'. Sometimes this is called a ' wow factor '. It's that little extra step to create a better experience for the customer than what they reasonably expected.
- The most important thing, of course, is that the customer is left feeling delighted: it's all about emotions, it's not about the logical side of the experience.
- It's usually about doing that one thing a little bit different.
- Don't forget, that people's expectations change over time, and so what is ' going the extra inch' today, may well be commonplace tomorrow.
- Remember: in order to ' go the extra inch ' your customers feel that by doing this action, you have built trust or made their life easier.



Here are some examples of ' going the extra inch, to be read as helpful illustrations only.

Action	Build trust?	Make life easier?
A butcher who adds a couple of extra sausages to a regular customer's order		Y
A pub which puts a sign next to the tip box saying ' tips make you sexy '		Y
A sales assistant, who considers a customers real needs by asking them helpful questions	Y	Y
A person handling a complaint who makes an extra phone call to reassure the customer that the complaint is still being dealt with	Y	Y
An ice cream salesman who chats to passers-by in a lively and friendly manner, whether or not they are wanting to buy an ice cream		Y
A sales assistant in a store who notices a long queue at the till, opens another till, and organises people to come through it in an orderly and fair way, whilst being friendly and positive	Y	Y
A person dealing with a customer on the phone, who has a system to remember personal information about the customer, and the personal skills to ask the customer in a friendly and positive way	Y	Y
A person who thinks they might be running late for a meeting, and phoned ahead to warn the person they're meeting with, that they might be late, in good time.	Y	Y

Notes:

12. Make sure others know your REAL needs

If you do the above well, it's reasonable to expect others to take the time and effort to understand your needs.

This is the other side of the balance. Much of the above ideas need a large amount of consideration and patience on your part. **But you also need to balance this with courage.**

- Courage to express your true feelings, needs and desires. Appropriately and with integrity.
- Courage to stand up for what you believe in.
- Courage to say 'no' in the right way at the right time.
- Courage to take the difficult actions needed when you're in a position that doesn't suit you.

This needs to be skillfully done: with enough backbone to ensure others do know your real needs, and enough consideration to ensure you do it in the right way at the right time.

Do not go at like a bull in a china shop, demanding this and that: that's what unions sometimes do, and the results is always a 'lose/lose' and no one wants that!

This often takes time and patience: and it can only be done well when you've taken the time to understand your 'customer's real needs first.

Remember: respect has to be earned first!

The ONLY long term effective outcome to ANY situation is 'win/win'



Am I OK with the concept of 'win/win'?	
What else do I need to understand?	

Now, back to the point.

The fact that we're all here **to deliver a service that is so good that people are prepared to pay us for it**, is a very simple, obvious, common sense statement. It's also a very simple strategy for personal success.

But it's very hard to make it work in practice, so here's an outline of what's needed in order to achieve this.

What's needed to deliver great service?

- Over and over again, people say:
- I'm going to try this
 - I've bought this new thing
 - I'm going to get this training
 - I've made this New Year's resolution

- These are generally well intentioned, but, so often they fail. It sounds simple and easy, but it's hugely hard to make it work in reality. Success can only be delivered by:
- You focusing **OBSESSIVELY, CONSISTENTLY** on doing this
 - Irrespective of your role, situation and duties
 - Irrespective of 'what they've done to me' and all the other lame and irritating excuses that drive other people wild.

- This requires a huge leap of faith, from the top to the bottom of your life, that,
- If I do this I **WILL** achieve success, not
 - I'll do this unless
 - My Boss annoys me
 - I don't get a pay rise
 - They don't do something for me
 - I can't be bothered
 - Etc etc for ever and ever (there'll ALWAYS be something!)
- because if you deviate from the overriding aim to deliver great service **in any way at any time**, this not only alienates the people around you, but, more importantly, sends a HUGE signal to yourself saying 'I'm **not really serious about this**', and 'I **can only deliver great service when all this other stuff happens first** ...

Resulting in your ego responding 'if I don't know when or if I can, it's best to play it safe and not bother'.

... oh dear!



What gets in your way?

So success can only be delivered by someone who understands this great conundrum.

You need to:

1. Be personally obsessive:

- This is absolutely crucial: and unfortunately somewhat rare.
- We often see people who have achieved outstanding things on the back of this obsession. Unfortunately we also see every day the ruins of those people that are led by other motivations.

2. Have no hidden agenda

- This is the agenda and no other. Otherwise it can't work.

3. Understand the size of the task

- (It's much more than saying 'I will do it!')

4. Be brave enough to really put a customer focused mission in your heart

- More on this later

5. Focus your efforts on driving to make this difficult task seem easy ... there are only two human motivations

- 'Away from': which means away from sources of discomfort or pain and
- 'Towards': which means towards sources of pleasurable profit

So your REAL task is to make it painful, unattractive and personally unprofitable to deliver poor service, whilst at the same time making it fun, exciting and rewarding to deliver great service **in all circumstances.**

This is not easy.

In my training sessions we do a fun exercise called the 'have to' list: I start by asking people to compile a list of all the things they 'HAVE TO' do when they get home: I then ask a brave soul to share two or three things from their list. When they do this I ask them on each point 'what would happen if you didn't do it?' so let's do this exercise now:

Exercise:

10 things you 'have to' do later today	What would happen if you didn't do it?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

The point here is that:

- We CHOOSE to do everything we do (except two things ... and if you want to know what they are, please do contact us) ... **think about it for a while.**
- **Every action or omission that we choose to do, has a natural consequence.**

We have no power over the consequence, but complete power over what we choose to do.

11. Stand up for yourself when things go wrong with courage and consideration

Things don't always go as planned.

Families do things that you find upsetting, bosses can be thoughtless and annoying, and even customers can be inconsiderate and awkward!

These are called 'crooked sticks': here's how to 'strike straight blows' in order to deal with them effectively.

If you've done the above 10 tips well, when things go wrong you're in a very strong position to deal with them effectively. You might say something like this:

1. Would you be willing to talk about this until we can both agree / are both happy.
 - Answer 'yes' : proceed
 - Answer 'no': go to the last paragraph in this section
2. Let me listen to you first
 - Only ask questions for clarification, and make sure they're open questions
 - Eg: 'In what way', 'How would that show up', 'Can you explain what you mean by ...' etc
3. You'll know when they're ready to listen to you because you'll see clear indications in real language and body language
4. Then explain your issue in terms that are meaningful to the other person (you'll know what these are because you've listened to them first)
 - Use 'I' messages (e.g. 'I feel frustrated that ...') as these are simple honest statements of fact, and cannot be argued against
 - Never use 'You messages' or 'That makes me feel' messages
 - Be open, honest and transparent ... but in a courageous way
 - Don't pussyfoot about: deal with the real issues ... in a considerate way
 - Keep your ego and emotions under control
 - Keep it simple and deal with one issue at a time
5. Keep going round this loop until you can reach an outcome you are genuinely BOTH happy with
 - Be very considerate of their needs: you will only get yours met when they get theirs met: this is called a 'win/win' outcome!
 - Avoid arguments: in the long run NO ONE WINS AN ARGUMENT
6. If you really can't reach an outcome that you're both happy with, you have to go for 'no deal'
 - or in other words 'agreeing to disagree agreeably!' You'll be amazed at how powerful and liberating this can be.



This is called 'communicating well'. This is something we think we all do, but usually we only consider our own needs. We may be putting them across very clearly, but you now know that it's common sense that no one will consider your needs unless theirs are also met.

Who do I most need to communicate with better?	What would they need to hear in order to know I am being both considerate AND courageous

10. Catch other people doing things well

Feedback is the breakfast of champions.

We all crave constructive feedback more than anything else in our lives, but we very often don't get it. Instead of moaning about this, the best thing to do is to lead by example. You'll find it's catching!

Giving feedback when people do things wrong is far too easy, and we all do far too much of it. This habit requires us to make the conscious effort to look out for good things done by others and then feedback to them about it.

Of course, the more you do this, the easier it becomes: and it pays back to you over and over again.

Just 4 things to remember:

- 1. Do it with integrity (or not at all)
- 2. Be immediate: the sooner the better
- 3. Be specific: tell them exactly what it was you noticed.
- 4. Be encouraging: so they will want to do it again.

The great thing is that you'll easily know when you've done this well, because people will start doing it back to you!



People who have done great things for me over the past few days	What did they actually do?	How can I thank them best?

For example :

if I own a cat ,one of my jobs at the end of the day will be to feed it : if I feed it, it will live and probably quite like me; if I don't it will go hungry and either die or go hunting. So, whether I feed it or not, has a consequence, and when asked that question above, I might say 'I have to feed the cat this evening '. The point is, I don't actually 'have to' feed the cat, I 'choose' to because I want the consequences of doing it.

Seems logical ... what's the real point?

The real point is that we choose to do everything in our lives. In fact our choices have got us to where we are now.

Whilst this can be upsetting and annoying, it can also be empowering and invigorating: because, if we can choose our responses and our actions, and we're not happy with the results we're currently getting ... we can now choose differently!

And get different results!

Now redo the above exercise, replacing 'have to' with:

- 'choose to'
- 'want to'
- 'am going to'

Then write in 'why'

Example: I choose to go to work	Because I like what I do and want to have a good quality of life.
1.	Because
2.	Because
3.	Because
4.	Because
5.	Because
6.	Because
7.	Because
8.	Because
9.	Because
10.	Because

So, by way of example, none of us 'has to' go to work!

We 'choose' to go to work because we want the consequences of doing it: i.e.:

- Money
- Being busy
- Being with people
- Doing worthwhile stuff
- Working as a team
- Etc

This may seem like a pointless point, but **until we accept this, we cannot move forward and accept that we have the power to change everything in our lives: if we want to strongly enough!**



This is good news!

because, if it's true it means that, if things aren't perfect at the moment, then, if we choose differently in the future, they can get better!

And, by the way, you'll feel better just by starting to take a few different actions in the first place, as it's a choice ... so life instantly improves!

Wow!

The language we use gives away our inner feelings, and in this case we must change 'have to' to 'want to' or 'choose to' or 'am going to'. And, if we will not do this, (i.e. we cannot bear our selves saying these words differently), we must then ask ourselves why we are doing what we do.

Because the first point is: if we don't want to or choose to be doing this, we can never be 'great' at it, and give 'great' service.

There are no exceptions.

If we 'want to' go to work we are much more likely to be able to 'choose our attitude' and thus deliver excellent service and, by the way, achieve success, however that is measured in our role.



'Victim' language I use	What could I change it to?

Notes

9. Manage your time excellently

Why does it matter?

If we don't use our time effectively, we use it ineffectively ... and no one wants that!

In business, and at home, people don't care that you meant to do something, but:

- didn't 'have time'
 - were 'just about to do it'
 - got 'sidetracked'
 - etc etc
- to them it's simply bad service.

In fact, all these excuses are the same: what they mean is:

- Either, I don't value you as a person (which we assume is not the case), or
- I don't have a good enough system to enable me to manage my time effectively

So a 'good', in fact a 'great', system for managing time is VITAL for success in life.

And, of course, all great things are simple common sense (but so often not common practice).

In order to be effective in this area, you have to do 6 things (in this order):

1. **Accept that it's 'up to you'.** Noone else controls your time, you do. Be the conductor, not the orchestra.
2. **Take time to make sure you know what really matters to you.** This will be different for everyone, but there's no point making progress hacking through the jungle if it's the wrong jungle!
3. **Filter everything on 'importance' not 'urgency'**
4. **Take the time and effort to set up a good planning system.** This is the tool that makes it all work.
5. **Execute the plan ruthlessly!** It's YOUR life!
6. **Constantly review, encourage feedback, and strive to improve** (we all get it wrong from time to time, but if we're not going forwards, we're going backwards ... nothing stands still).



This is a VITAL area: if you'd like more information or help on this, we can offer leaflets, training, coaching and CD reinforcement: please contact us.

For now, please remember:

Casualness leads to casualties!

My issues with time management are	Where can I get help?

8. Habits dictate actions:

- We all have habits:
- some are very helpful: like opening doors for people, and looking people in the eyes when speaking to them
 - some are not: like being so wrapped up in our own world that we forget to say hello to someone, or not noticing the fact our wife has had her hair done
-
- Habits are the root of everything.
 - Habits have been learned over lifetimes and are very hard to break.
 - Old habits will always be with us: we cannot 'change a habit', we can only form new habits that we choose to make more powerful than the old ones, so they override them.

This is uncomfortable, and can take a while.

For example: if you are wearing a watch, please take it off and put it on the other wrist. How does it feel? Is the strap comfortable? Is the hole in the right place?

Depending on your motivation and mindset, it can take a microsecond or a lifetime to change a habit. I know people who have, one day, just stopped smoking, because they changed their mindset overnight, and I know people who've struggled all their lives to give up, and still haven't succeeded.

A basic rule would be: if you can do something consistently for 3 weeks, you're likely to be able to form a new habit of it. So it's not too hard, but it does take commitment.

- A habit is formed from 3 factors:
- Knowledge: the mental ability to do something (here it is!)
 - Skill: the tools to do it (again, here it is: plus ongoing learning and action)
 - Attitude: the desire to do it (this is basically up to you: if you don't want to change any habits, and really put some effort into becoming successful, then please stop reading now and turn back to 'Hello' magazine or Eastenders: it'll be a better use of your time!).

A new habit can only be formed when all 3 factors are present:

Most training and development works almost exclusively on the 'knowledge' and 'skill' area, in the naïve belief that it will then get done. The truth, as we all know as recipients, is that, without the attitude, NOTHING will change: the old unsuccessful habits will thrive and grow:

**You can take a horse to water
But you can't make it drink**

Your commitment MUST start with 'attitude', and later cover 'skills' and 'knowledge'. Otherwise it'll be a dead duck. You must have a thirsty horse before you take it to the water if you want the water to actually be drunk.

And, of course, when the attitude is there, the horse will search and search until it finds the water. As the old Buddhist saying goes:

**When the pupil is ready
The teacher appears**

What 'good' habits am I most proud of?	What 'bad' ones do I need to review?

This is 'secret no 1', and we call it having a:

Customer Focused Mission.

For ease of use I will refer to it by its initials – C F M – from now on.

- This is an absolutely crucial point, and, all too often, while I am coaching people, it becomes very clear (as it's usually the first question I ask!) that
- They have no clear vision at all of what success in the future looks like for them
 - In fact, to borrow the words of Stephen Covey, ' they are so busy sawing down the tree, that they don't have time to sharpen the saw'

Without a clear, unambiguous and obsessively customer focused mission, the roots of anyone will be shallow, and, when the storm comes, all sorts of damage will occur.

And storms will ALWAYS come, no matter how powerful, rich or secure you are!

This is the root of all activity and behaviour: get this wrong and there's little chance of delivering the excellent service you seek.

Try spending some time on the following exercise:

CFM	
What did I LOVE doing as a child?	
What do I find uplifting and inspiring?	
What do I find dull and draining?	
What person in history most inspires me?	
What would I like people to say about me at my funeral?	

Notes



NOW IT'S TIME FOR ACTION!

List here

Action	Plan	What I need to do NOW to make it actually happen
1 thing I will change today		
1 thing to change next week		
1 thing the week after		
Date to next review this material and re plan		

Share this with someone you trust, and ask them to hold you accountable.

When you have this right, you need to ask yourself:

- So I know what 'success' looks like
- What do I need to know and do in order to get it?

And to answer this you need to know the next two secrets of success:

Secret no 2 is:

- Find your customer's REAL needs

And Secret no 3 is:

- Go the Extra Inch

(And, by the way: Secret no 3 is 'measure': but we'll cover this at the end)

Notes



7. No one is trying to do a bad job:

Belief in this is an absolute MUST. But, when faced with daily pressures and cockups, it's often a very difficult belief to support.

So often, when delivering training, I ask the questions:

1. Why do people do a bad job?
2. Why are people difficult?

So come on, you have a go at answering them (put down 3 or 4 answers for each one), and then I'll tell you my point:

1. Why do people do a bad job?

2. Why are people difficult?

Now, have a look at your answers, and see how many contain the word 'they'? Is it most of them? If so, this point is crucial.

For question 1: my belief is that no one gets out of bed each morning determined to make a pigs ear of the day, and your life a misery. So the issue to determine is: why does it really happen?

And the only way you (or anyone else) can determine this, is by asking them!

Assuming they are not trying to do a bad job, your objective in asking them why is to find out the real issue:

'What's REALLY stopping the horse from having the drink?'

Because we all know, it's blindingly obvious common sense that horses need to drink to survive. So, if they're not drinking, it's possible that they might not be thirsty, but surely it's more probable that there's something else getting in the way?

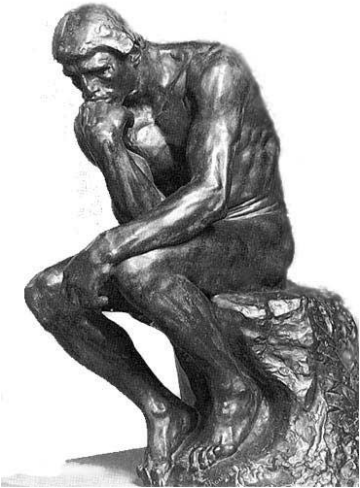
We cannot resolve the issues we have, at the same level of thinking we were at when we created them.

So, in order to resolve these issues, properly, for the long term benefit of all parties, you need to understand the real cause of the issue. So you can:

Address the cause, not the symptom

It just takes time, courage, and consideration.

Unfortunately these are often in scarce supply ... but at least you now know!



6. Customers are people (with needs desires and frustrations just the same as you):

Here is a breakthrough:

Customers are people

But you wouldn't think it when considering the way some people treat them. Remember:

If we treat people well, 'success' will follow

In a training program that I teach, I ask people to imagine that they are on their death bed, with 5 minutes left, their friends and family are at their bedside!

The question I ask is this:

What would they want to be able to say to them?

Here are some ideas of things that have never come up:

- o At least I made budget
- o I did some great deals, and really screwed those suckers
- o Thank god I was able to buy that BMW with the bonus I got by manipulating people

What would you WANT your customers to say about you behind your back?



Here is some helpful information on secret No 2

2. Find your customer's REAL needs

So, who is your customer?

- Of course the answer to this is: the person you're dealing with at this very moment. Be it:
- A colleague
 - Your boss
 - A Friend
 - Your family
 - Or even a paying customer!

And, amazing though it may seem, they probably haven't got your best interests at heart! They have their own best interests at heart!

Even more incredible, research shows (and this secret has been known since time immemorial): **the more you look after their needs, the more of your own needs are satisfied as a result!**

You may not know it yet, but let me tell you that knowing this fact is one of the greatest gifts anyone can possess.

But you have to focus on their needs first ... and this is where many people go terribly wrong.

Take a moment to consider some TRULY successful people: whose needs did they consider first? Consider Gandhi, Nelson Mandela or someone close to you.

On the other hand, consider people who seem 'successful', but really weren't because when it all boiled down, they only had their selfish needs in their sights. Does Robert Maxwell ring any bells?

As a business, this point is common sense:

Look after the customer (and the staff) well, and the profits will follow.

But so often, in our rush and stress of daily life we forget this at an individual level. Also often we don't feel well treated, so we ask 'why should we treat them well?'.

The choice is yours, but remember:

You reap what you sow

This is a fundamental rule of life, there are NO exceptions.

There has been countless research on:

- What does the customer REALLY want

And the answer is below. But before you cheat and read on, take a moment to ask yourself:

How would I want me to behave if I were my boss?
How would I want me to behave if I were my colleague?
How would I want me to behave if I were my family?
How would I want me to behave if I were my customer?



If you do this well, you may get quite a shock. But, don't worry, it's never too late: you can't change the past, but you can change the future!

In a nutshell, 'customers' just want two things from anyone:

TRUST
&
A BETTER / EASIER LIFE

(this produces that 'special' emotional feeling: a mix of trust and confidence)

So, if you want to be successful, you need to ask:

- 1. is this action building trust with this person?
- 2. is this action making their life easier or better?

Because, if not, and whether they know it or not (this is called 'integrity'), you CANNOT be successful over the long term if you do not satisfy these needs.

Ask yourself:

Do the things I do with colleagues build trust and an easy life for them?
Do the things I do with my boss build trust and an easy life for them?
Do the things I do with my family build trust and an easy life for them?
Do the things I do with customers build trust and an easy life for them?

NOW IT'S TIME FOR ACTION! List here

Action	Plan	What I need to do NOW to make it actually happen
1 thing I will change today		
1 thing to change next week		
1 thing the week after		
Date to next review this material and re plan		

4. What you appreciate, appreciates:

This is one of today's real hot topics. The point of this principle is that it really is 'blindingly obvious common sense', however, so often in today's world it isn't common practice. The other way of putting this is: 'what you focus on expands'. So:

- If you only appreciate money: you'll get short term money(usually at the expense of long-term 'success') this is called ' The Pain of Regret '
- If you appreciate habits of 'success': you'll do these (sometimes at the expense of short term pleasure) ... this is called 'The Pain of Discipline'

The Real questions are:

1. Are you prepared to do this?
2. Or, when push comes to shove, will you forget the ' pain of discipline ' now and instead be forced to pay the 'pain of regret' later ... which is much more painful in the long run.

What do I REALLY appreciate?	What beliefs might I consider changing?

5. Actions speak louder than words.

You may recall from your childhood the story of the goose that laid the golden egg: in this story a poor farmer owns a goose, which, one day, lays a golden egg. It continues to do this until the Farmer becomes fabulously wealthy.

Initially the Farmer is hugely grateful, and looks after the goose with expert care and attention, but, after a while, he becomes greedy, and stops looking after the goose so well.

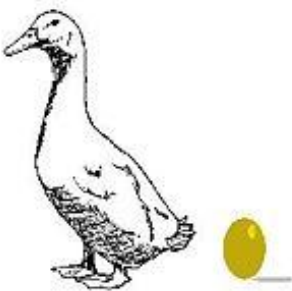
Eventually his basic instincts get the better of him, and he chops the head off the goose, because he wants all the golden eggs now, only to find that there are none inside.

So it is with service: that goose is your 'customers': the golden egg is your definition of 'success' Obviously one has to look after, cherish and nurture the goose, in order for it to continue to thrive and lay more and more golden eggs.

It's fairly easy to look after the goose when she's laying golden eggs: The question we need to search our souls about is:

Do we have the courage and determination to stick by the goose, and keep feeding and looking after her, when she goes through a barren patch, and the eggs are temporarily less plentiful?

Or will we, like so many people promote in the world today, lop her pretty head off and reach inside...



3. Attitude is more important than aptitude

As recipients of other people's behaviour we all know this, yet, when we are dealing with others we can tend to forget this.

Why is this? The ego gets in the way: we don't want to risk looking foolish!

Of course the truth is that most people don't expect everything to go right first time every time and they don't expect you to have the answers to everything ...

They just want you to care.

How do you do this? Some tips:

- Treat people with courtesy and respect
- Be kind and patient
- Show genuine interest
- Listen well, Be persistent to find out their real needs
- Tell them the TRUTH always, including any drawbacks (Honesty builds trust)
- Tell them when things have gone wrong, and go out of your way to put them right as quickly as possible (and always keep them 'in the loop')
- Be upfront about issues they may encounter, and the fixes: educate them ... you're the expert in what you know, they just want you to help them
- Confront reality: Tell them when you don't know the answer, and what you're going to do about it
- Keep commitments: for example by phoning them back when you say you will
- Deliver the results they expect, plus that extra little inch as a habit!

In a nutshell: be honest, be caring, and manage their expectations well.

The rest will take care of itself.



What am I good at with regards 'attitude'?	Where do I struggle?

Note: as you get to know people better, remember that their expectations might well change, and what was an 'extra inch' today will be seen as 'normal' tomorrow.

Now we know who our customer is and what they REALLY want, we need to progress to Secret No. 3:

3. Go the Extra Inch

Why just an inch?

You know the answer.

- It's easy to do
- You can do it for everything, every day
- You can do it again and again
- It's invigorating, not exhausting
- And we all know an 'extra mile' is just too far!

It's not a 'mile' because

- It's too far
- It's unsustainable
- It's tiring and disempowering
- It's too much for the customer!

This is up to you: you know your roles and goals ... just get on and do it!

I have published some ideas here, based on principles, but you know your life and situation better than anyone else: so learn the principles and then ask yourself how you can apply them for best advantage to you.

All you have to do is two things

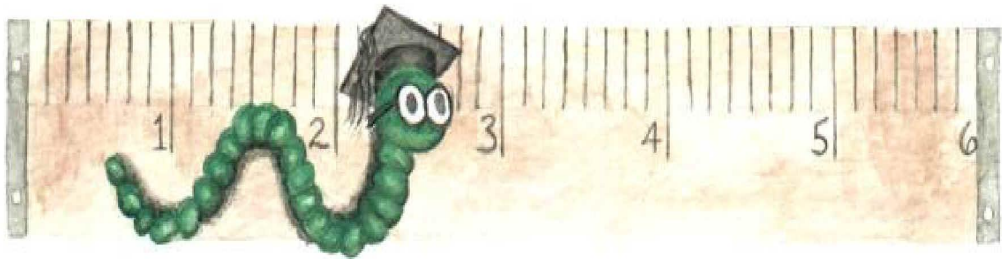
- 1. The right things
- 2. In the right way

Of course, everyone's expectations of this are different, but you know what the right things are for your situation, because you have already thought through your customer focused mission, and your customer's REAL needs.

Below are some basic principles of human interaction to help you, combined with some tips on how to do them in the right way: but before you read them, just consider this:

- **The definition of failure**
 - Small lapses of judgment repeated over time
- **The definition of success**
 - Small disciplines of effectiveness repeated over time

It's all about inches!



Here are 12 steps to help you on your journey to delivering those extra inches

1. Treat your neighbour as you would like to be treated (if you were them).

This is the 'golden rule' to all human interaction, and is the basis of all religion. It sounds very soft and cuddly and very selfless. In an odd way it's exactly the opposite: the law of attraction states that if we do this, it will be done unto us!

So how do we do this?

This is the complicated bit:

We have to ask them!

But this is more than the lame 'can I help you?', it's more like an internal conversation that goes a bit like this:

- My aim is to be successful
- The best way I can do this is to REALLY understand the needs of the customer and how to do this for them
- And fulfil or redirect them as best I can
- What I personally need or desire for myself is secondary to this
- So, in order to be successful, I need to do all in my power to understand and help them



This is how I'd like someone to deal with me if I were the customer ... wouldn't you?

Ideas for doing this in your roles

2. Shift happens:

They were smart in the 60's weren't they?

The normal thing is that

- Customers are NOT always right
- They are often grumpy, difficult and obtuse

➤ But they are always the customer!

Customers can make life difficult, deliveries can get lost, computers can break down, bosses can be annoying and sometimes it can rain on a Monday morning: it's called LIFE!

If we choose to deal with this resentfully, we'll reap what we sow.

If we choose to meet all obstacles as 'just the way it is, so lets' see how we can make them better' with empathy, rapport and trust, then we'll reap what we sow.

It's our choice!

... and it's called 'striking straight blows'

Life is simply a journey, and it throws all sorts of obstacles in our way: success is judged in the way we meet and get over these obstacles. I think it's as simple as that.

Some ideas:

- see obstacles as 'opportunities to learn and grow'
- remember: 'the bigger the problem, the bigger the smile'
- see difficult people as 'people who are unhappy who may need some help'
- when someone says 'how are you?', try replying 'fantastic', 'excellent', or 'fabulous', rather than 'not bad'! You never know, it may come true!
- when all this stuff happens say 'how fascinating!', and then get to work on it
- rename your alarm clock, your 'opportunity clock' (with thanks to Zig Ziglar). OK this is a bridge too far, but you get the picture!



'Difficult' things my 'customers' sometimes do	How I might deal with this differently in the future