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**One Minute
Ideas**

Achieving Potential

June 2010

In this month's edition of our monthly newsletter "Achieving Potential," we focus on your customer. No organization of any size can stay in business without customers. What does it take to have loyal customers?

Organizations that have gained and maintained loyal customers know that it starts by creating a WOW experience by exceeding their customers' expectations. Furthermore, these organizations know that engaged employees produce loyal customers.

It is not surprising to learn that the organizations with the greatest customer retention also have the greatest employee retention and are the most profitable.

What are you doing gain loyal customers and achieve greater success?

Why Do Your Customers Keep Coming Back? A Tale of Two Competitors ...

5 Values of Dave Thomas Founder of Wendy's

Dave Thomas used his simple talk about respect and service to guide his business. Many have followed his example by following these values:

1. Quality is our Recipe - not only our product but by the way we treat people.

2. Do The Right Thing - be guided by honesty and personal integrity.

3. Treat People with Respect - Simply stated "Just be Nice".

4. Profit Is Not A Dirty Word - Profit means growth and being able to share your success.

5. Give Something Back - give your money and share your special skills.

Adopted from Dave Thomas and copyrighted by Wendy's international

"I used to have two favorite restaurants. Now, I only go back to one of them. The reason why is simple ... outstanding customer service! "

What did the other restaurant do to turn me away? We've all experienced this before so I'll keep it short. No one would say hello or smile at me when I walked in. I would wait unusually long to be seated when they were not even busy. The people servicing me were unpleasant. My order was usually wrong and my food was cold. That was just the beginning of it.

Let me tell you more about my new favorite restaurant. The very first time I went there, my food was awful. I am not the type of person to complain and point that sort of thing out because it makes me uncomfortable. I'd rather say nothing at all. When the server returned and noticed I had not touched much of my portion, she asked me if everything was okay (wow!). I told her I didn't like it, but that it was okay, because that's just how I handle those types of situations. She immediately responded with, "What else would you like to try? Your meal is on us." I began to wonder if this was really happening.

Several weeks later I returned to this restaurant because of that server. I was enjoying a wonderful meal, and saving my succulent crab leg claw for the very end. To my dismay, I cracked open the shell, and there was no meat! Jokingly when the waiter returned I told him and I laughed it off, because this was no one's fault. A few minutes later he returned with a plate of crab legs, and said, "Don't worry, they are on us." Okay, this can't be!

A week later I returned with a group of friends. (Notice how quickly and frequent my trips are becoming?) My friend received the wrong drink, and the server returned with the correct one, on the house. Our meals arrived and they looked perfect to me. The manager walked out behind the server, with a lobster tail. He explained to my friend that he is giving her an EXTRA lobster tail, because the staff felt that when the first one was butter fried that it did not look "nice." As they walked away, I began to share my first two experiences with my table. We sat in disbelief because it is not often anymore that we are so impressed with customer loyalty.

It wasn't about the free stuff. It was about the service, the attention to detail



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without asking for it. Whenever I go to this restaurant, I don't feel like just another number, I feel like a customer. What do you do to make your customers feel important, and keep them coming back?

Told by Melissa Franz, Support Analyst at Resource Associates Corporation, Reading, PA

Loyal Customers are important to your business. Engaged employees and owners create loyal customers.

Internal Customers are as Important as External Customers

I am currently reading a book called, Remarkable Leadership: Unleashing Your Leadership Potential One Skill at a Time, by Kevin Eikenberry and so far I am impressed with its material. I have gathered many tips that can be used in meetings, focus groups and daily office activities. One area that was of particular interest was the section on customer service-especially when it discussed customers in the nontraditional sense. People tend to forget that anyone that uses a product they produce is a customer-internal or external. Not treating a customer like a customer is the first step down a road towards creating an adversarial relationship.



Today's professionals have to realize that they are just as accountable to their internal customers as they are to the traditional ones. Alienating your internal customers results in a soured opinion of not only the individual, but the entire staff of the offender. Human resources is a perfect example of an element of businesses that has many internal customers that they work with. Their customers include managers, executives and every other employee. Treating every customer with respect, professionalism, and courtesy is paramount to establishing relationships and an excellent reputation.

Kevin Eikenberry quotes a book called Extreme Management by Mark Stevens

saying that "Happy customers tell four to five others about their positive experience'. Dissatisfied customers tell nine to twelve how bad it was." When an internal customer tells nine fellow employees how bad they were treated by human resources it will not take long for the entire organization to know about the incident. These types of occurrences quickly sour the opinion of the entire organization despite what the satisfied customers say.

Every leader needs to ensure that their people appreciate that customer service matters to even the internal customers. People expect respect, professionalism, and understanding when working with co-workers. If leaders allow their employees to alienate one another they are failing as leaders-it will not be long before the quality employees of an infected organization start walking out the door.

By Geno A. Bulzomi ; Articles on International Affairs, Leadership and Business.

Can You Start A Memo Right?

Rate your ability to seize and hold the attention of those who receive your memos by picking the best opening statement:

1. "Kevin Donaldson and I recommend that we cancel the Carstairs account."
2. "Kevin Donaldson and I met yesterday to discuss the Carstairs account."
3. "Kevin Donaldson and I recommend that we cancel the Carstairs account for these reasons:"
4. "I've been asked to reply to your request for more information on the Carstairs account."
5. "You'll be glad to know that we finally got the results on the Carstairs account."

Suggested answer: Your memos will rivet readers if the first line includes at least one of the three R's: *Recommends* an action, choice, etc., *requests* that someone act, or *reveals* information.

Both 1 and 3 recommend, but 3 is better because it includes "for these reasons"- a phrase that explains "Why," which urges people to keep reading. All the others are too vague. In addition, although some reveal information, such as "met yesterday" and "finally got results," the information lacks specifics.

Motivational Quotes

"What's the secret to success? It's no secret. You need a winning attitude, honesty and integrity, and a burning desire to succeed."

- Dave Thomas

"The more I help others succeed, the more I succeed."

- Ray Kroc, Founder of McDonalds

"You earn your reputation by the things you do every day."

- Dave Thomas

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Make it a GREAT day,

Grant Schneider

Performance Development Strategies, LLC