

WEEK TWO: ACT IN THE MOMENT APRIL 4, 2011 SERVICE PRINCIPLE NEWSLETTER

This week our focus is on the Service Principle “Act In The Moment”

Act in the moment means that we take responsibility for proactively meeting our customers’ needs—we do things before we are asked.



<p>6. I Respond Positively When Speaking with Others</p> <p>I respond positively and show I care by:</p> <ul style="list-style-type: none"> -Concentrating on the customer -Attentively listening while making eye contact -Responding with sincerity and, when appropriate saying “I’m happy to take care of that for you” -Using the customer’s name if I know it -Ensuring complete satisfaction 	<p>7. I L.E.A.R.N. to wow the Customer</p> <p>I show I care when presented with a customer issue by:</p> <ul style="list-style-type: none"> -Owning the problem -I use the L.E.A.R.N. process of listening, empathizing, apologizing, reacting and notifying to resolve, wow and build trust 	<p>8. I know our Library System</p> <p>I can answer customers’ questions because I know about the Library’s:</p> <ul style="list-style-type: none"> -Facilities -Materials -Services -Procedures and processes -Monthly events, activities, training classes and/or meetings 	<p>9. I Anticipate Needs</p> <p>I anticipate our customers’ needs by:</p> <ul style="list-style-type: none"> -Watching for cues -Listening thoroughly -Acting before being asked 	<p>10. I Act on Knowledge</p> <p>I ensure the success of the system each day by:</p> <ul style="list-style-type: none"> -Knowing our regular customers by name -Proactively accommodating our customers’ needs -Keeping myself up to date and knowledgeable about sources of information
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DISCUSSION STARTERS:

To resolve a customer’s problem, we must listen attentively to understand his/her true need. Sometimes what the person says is not necessarily what they mean. So, we have to pay close attention to uncover the true meaning. Then we will know how to resolve the issue.

Discuss how you would use each of this week’s principles to uncover a customer’s real need.

Something to think about. . .

How to Remember People's Names (and Deal with Unusual Names)

Accurately remembering names is one of the simplest yet most important components of interacting with people, no matter in what capacity. A person's own name is the **single most important word** to him/her; it is intimately tied to his/her identity as an individual. How you deal with people's names can have a profound effect on their impressions of you: Think about the times you've felt special when someone you admired addressed you by your name in a sincere tone; or think about the times when you've felt belittled when someone negligently called you by the wrong name, or worse, maliciously made fun of your name in front of you.

Tip 1: DO remember someone's name the FIRST time he/she tells it to you
Here is the most important tip of this article, so pay attention!

Unless you're the **Unabomber** (or some other hermit living in isolation), you will have to make hundreds or even thousands of introductions to strangers throughout your lifetime. Like death and taxes, personal introductions simply cannot be avoided, so it's wise to **remember the most crucial bit of information that comes out of them: the other person's name.**

Unfortunately, most of us totally forget the other person's name as soon as the introduction is over. Here is how a typical scenario plays out:

The other person says to you: *"Hi, I'm Sasha"*

You respond by presenting your own name: *"Nice to meet you, Sasha. I'm Philip"*

A split-second later, you totally forget Sasha's name because your mind is too pre-occupied thinking about the next thing you're going to say to carry the conversation forward, or too focused on listening to Sasha talk. Likewise, Sasha also totally forgets your name.

The conversation might proceed for a few minutes, and then by the time you and Sasha part ways, neither of you can remember the other's name, but you're both too embarrassed to ask for it again. Game over.

The main lesson here is that if you don't make an active effort to remember someone's name **the first time** he/she tells it to you, then it's really difficult for you to get another chance to do so.

One simple way to avoid this awkwardness is to later ask a friend who knows Sasha to remind you of her name. But a better way is to try your hardest to remember names the first time around. Let's revisit our same introduction scenario again:

The other person says to you: "Hi, I'm Sasha"

As soon as you hear her name, start repeating SASHA in your head loudly a few times — **SA-SHA, SASHA, SASHA**. If you want to practice saying it out loud a few times, ask her about her name. "Sasha, that's spelled S-A-S-H-A?" or "Sorry, I'm not so good with names. How do you spell that?" The purpose of these questions is to simply get you and Sasha to **repeat her name** a few times to help you to remember. This step should only take a few seconds at most, or else it can start feeling awkward.

Now introduce yourself: *"Nice to meet you, Sasha. I'm Philip."*

Unless you have something desperately urgent to say, let Sasha talk, and as you listen to what she has to say, keep associating what she says with the name **SASHA**. Think creatively about how you can clearly associate that name with her face. If you know someone else with the same name, try to associate that person with Sasha; or if you know some clever mnemonic or memory aid to help you remember her name, then use it, no matter how absurd it might seem.

When you finally part ways, mention her name to her! e.g., *"Great talking to you, Sasha"*. This has the double benefit of making her feel good that you remembered her name, and also helps you reinforce her name in your head even deeper.

With some practice, you'll notice that you will become much better at remembering people's names, without appearing at all awkward.

Tip 2: DO make extra efforts to learn foreign-sounding or unconventional names

Most people you'll meet will have conventional-sounding names, like *Steve* or *Rachel*. However, you will inevitably meet people with unconventional, foreign-sounding, or hard-to-pronounce names. These folks are used to people forgetting or botching up their names, so you will make an extra good impression if you can accurately recall their names. It's obviously harder to remember a name like Ramachandran than George, but that's not an excuse for not trying.

Tip 3: DON'T make any remarks about people's unconventional names

Everyone with an unconventional name probably remembers being teased as a kid in school over his/her name, so such insensitive behavior during adulthood (even if not maliciously intended) can bring back less-than-fond memories.

You risk sounding ignorant, xenophobic, and bigoted if you make dismissive or insensitive remarks about people's names that happen to be unconventional by your local definition. For example, *"Boy, those Asian names are so hard to remember!"* Or even something as innocuous as *"Where did that come from?!"* Even if you don't actively intend to be prejudiced, such statements make you sound so.

Tip 4: DON'T call people by nicknames or alternative forms of their names if they haven't first sanctioned it

Play it safe by always addressing someone by the **exact name** he/she used when introducing him/herself. Hearing someone call you by an unsanctioned nickname or name variant can be mentally jarring, since you're simply not used to responding to it. Even worse, it shows disrespect and arrogance on the part of the caller, since he/she seems to be asserting the right to modify your own name in front of you. Someone named Robert might not want others calling him Rob or Bob or Bobby-boy, or might have reserved those variants only for use by close friends or family members.

Tip 5: DO use people's names occasionally in conversation, and especially when saying hello and goodbye

Once you remember someone's name, the great thing about using it in conversation is that it can develop better rapport (since everyone likes hearing their name) and can also help you remember it even better. Of course, it's gratuitous and phony-sounding to preface every sentence with mention of a name, but you should at least use names when saying hello and goodbye to enter and exit with a pleasant impression, respectively.

Tip 6: DON'T ever call people by the wrong name

Hearing your name mispronounced can be annoying but forgivable, especially if lots of people find your name hard to pronounce, but hearing someone call you by the wrong name is **always infuriating!** Out of all facts that someone can possibly misremember about you (e.g., your job, college major, or ethnicity), getting your name wrong is the ultimate insult.

Thus, if you're not 100% certain that you've got someone's name correct, it's probably better not to address them by it, and instead *immediately* find some covert way of re-learning it (e.g., asking a friend or even apologetically asking that person to re-introduce him/herself to you).

However, don't just give up and not make subsequent attempts at learning someone's name just because you didn't get it the first time around. Hearing someone call you by the wrong name is horrible, but knowing that someone most likely doesn't know your name and isn't willing to learn it is also fairly irritating.

Tip 7: DON'T misspell someone's name in writing

When you are writing emails to people (or letters, if you're old-school), the single most important word to **spell correctly** is their name. Typos everywhere else can be tolerated, but people will reflexively cringe if they see their names misspelled. A person sees his name in writing probably more times than any other non-trivial word, so any misspellings will immediately pop out.

Tip 8: DO try to learn the names of important people surrounding your conversation partner

You can build even greater rapport with someone if you can remember the names of his/her significant other, spouse, kids, or even parents. That way, instead of sounding generic with something like, *"So, how is your wife's art project going?"*, you can appear more personable with, *"So, how's Deborah's art project going?"*

Don't stress as much about these names, though, since they are less important than getting the person's own name nailed!

DISCUSSION STARTERS:

How do we create value for our customers? Creating value is about being helpful. The more helpful you are, the more value you create. And the more value you create, the more business you'll get.

Why is it important to create value for Library customers? What are three actions we can take to drive more value?

DISCUSSION STARTERS:

Taking time to collect your thoughts before replying is often a smart move to make in your conversations. This gives you the opportunity to choose between responding wisely rather than reacting impulsively to what other people say to you. That way, you can do your part to maintain rapport in your conversations with others even when things become challenging.

How would you apply the following suggestions to help you prepare in advance for the challenge of responding wisely in any situation you face:

- o **Pause before replying.**
- o **Let other people be right the majority of the time. .**
- o **Don't kill their enthusiasm with unsolicited advice.**
- o **Admit when you're wrong.**
- o **Reinforce the other person with a sincere compliment.**
- o **Sum up what they said.**
- o **Sometimes it's best to not say anything.**

Discussion Starter

Having and maintaining a positive attitude is vital for success in life and business. Zig Ziglar gets it right when he says, "It is your attitude, not your aptitude, that determines your altitude." Sure you need skills, but you can learn skills - in fact a positive attitude will make it much more likely that you will learn the skills necessary to succeed. Unfortunately it is not always easy to stay positive and keep a good attitude. As things go wrong throughout your day, it is easy to let negative thoughts start to take over. Thankfully there are many things that you can do to help maintain a positive attitude. What are five things that you can do on a daily basis to make sure you keep your positive focus?