

### WEEK FOUR: GO THE EXTRA MILE OCTOBER 3, 2011 SERVICE PRINCIPLES NEWSLETTER

You have just a few seconds to make a good first impression and it's almost impossible every to change it. So it's worth giving each new encounter your best shot. Much of what you need to do to make a good impression is common sense. But with a little extra thought and preparation, you can hone your intuitive style and make every first impression not just good but great!



<p><b>16. I Make Great First Impressions</b></p> <p>I ensure a great first impression every time through</p> <ul style="list-style-type: none"> <li>• My appearance</li> <li>• The appearance of my area</li> <li>• Following "clean as you go" throughout the building</li> </ul>	<p><b>17. I Stay Flexible</b></p> <p>When responding to customer requests, I ensure each customer is satisfied by:</p> <ul style="list-style-type: none"> <li>• Asking questions to learn more</li> <li>• Determining the customer's needs</li> <li>• Thinking of creative ways to help them</li> </ul>	<p><b>18. I provide service graciously</b></p> <p>I am more than my job. I care for every customer by:</p> <ul style="list-style-type: none"> <li>• Being prepared to assist</li> <li>• Showing that I am genuinely glad to help them</li> <li>• Demonstrating that I genuinely care about them accomplishing their goals</li> </ul>	<p><b>19. I Do More</b></p> <p>I am empowered to serve our customers by:</p> <ul style="list-style-type: none"> <li>• Action upon opportunities to do more than is asked</li> <li>• Going the extra mile whenever possible—to make the customer feel special</li> <li>• Being a capable problem solver</li> </ul>	<p><b>20. I show Genuine Appreciation</b></p> <p>I show genuine appreciation by thanking each customer for:</p> <ul style="list-style-type: none"> <li>• Using the library</li> <li>• Sharing feedback with us</li> </ul>
--	---	--	---	---

### DISCUSSION STARTERS:

The greatest way to make a positive first impression is to demonstrate immediately that the other person, not you, is the center of action and conversation. Illustrate that the spotlight is on you only, and you'll miss opportunities for friendships, jobs, relationships, networking, and service. Show that you are other-centered, and first-time acquaintances will be eager to see you again. How do we demonstrate to our customers that they are the center of our focus?

*Something to think about. . .*

## **Going The Extra Mile Benefits Everyone Including Yourself**

In a world where mediocrity is becoming alarmingly common, it's a refreshing change to encounter people who are willing to go the extra mile.

If we are lucky we encounter such people on a daily basis. A checkout clerk who is particularly courteous, a co-worker who helps you do something not in their job description, or even a [family](#) member who does something to lighten your load.

Going beyond what others expect of you can never be a bad thing. It's a great principle to live by no matter who you are or what you do.

Your [attitude](#) is something that shines out beyond the boundaries of what you present to others. There's nothing that beats the feeling when someone surprises you by going the extra mile.

Nature encourages the habit of going the extra mile. If every animal/plant in the ecosystem had a lazy [attitude](#) the world would end. It's as if mother nature encourages working harder than is called for.

If every human on the planet adopted a philosophy of going the extra mile the world would undoubtedly be a better place.

Imagine a world where service is always courteous and delivered with a smile.

While it's possible to still earn a living without ever having to push the boundaries of what you will and will not do much in terms of helping you achieve your goals.

## 10 Reasons to go the extra mile:

1. Can foster a sense of direction in life
2. Develops a positive mental [attitude](#)
3. Encourages initiative
4. Creating a more pleasant environment for everyone
5. Gives job security
6. often there's extra compensation
7. Has a positive effect on all those around you – co-workers, clients etc.
8. Clear conscience
9. Can prevent procrastination
10. Going the extra mile can stimulate your soul.

That warm feeling you get inside when you go the extra mile for someone else is irreplaceable. There's no substitute for a heartfelt thanks and you can rest easy in the knowledge that you have made life just that little bit easier for those around you.

Why not try to incorporate this idea into your daily life. By setting a goal that you will go out of your way for someone else on a daily basis – you commit yourself to that warm fuzzy glow daily too!

Going the extra mile can make you stand out in a crowd. And of course it might just help you achieve that financial success you dream of.



## DISCUSSION STARTERS:

We talk a lot about giving our customers what they want. Because if we fail to give them what they want they'll leave us. That's what customer loyalty is all about. But as we do this, we should keep in mind some guidelines.

First, we sometimes forget to ask their customer what he wants until its too late. We keep trying different things, assuming they'll find them interesting. Finally, as they run away (in fear) we ask the all important question "what do you want?"

Going overboard means doing too much. It means you're not sure of what your customers really want so you throw everything but the kitchen sink at them. But instead of attracting them, this is what overwhelms them and repels them.

There's a difference in going the extra mile and going overboard. Sure we want to thrill them so they like doing business with us. If we give them a positive and memorable experience they'll be more loyal. And we can do this by going the extra mile. But if we go too far and fail to discover what they really want, we can chase customers away forever.

*How do you discover what your customers want? And what do you to go the extra mile without going overboard?*

### *Encouraging Words. . .*

#### **Thoroughness**

**Knowing what factors will diminish the effectiveness of my work or words if neglected.**

#### **Truthfulness**

**Earning future trust by accurately reporting past facts**

### *A Thought. . .*

**No one ever attains very eminent success by simply doing what is required of him; it is the amount and excellence of what is over and above the required, that determines the greatness of ultimate distinction.**

## *Did you Know?*

Going the extra mile is merely giving more than is expected of you.

People tend to divide themselves into two groups: those who give their all in everything they do and those who believe that they should only perform when they are paid to do so. Isn't it surprising that there are no truly successful people in any endeavor, who have adopted the latter attitude? I was having a conversation today with a very close friend on the subject of giving. She summed it up very well. With a closed fist, she pointed and said, "if your hands are closed to give, they can't at the same time be open to receive". Let's examine how simple but powerful this is. When your hand is opened to give, someone else is receiving. When someone else is giving to you, your hands must be opened to receive. The tight fisted person whose attitude concentrates on "me", "mine", "give me", "woe is me", may clutch his pennies and lose the opportunity to receive dollars.

## *Staff Recognition*

### *Our service Principles at Work*

#### **The Genius of Teamwork**

True teamwork is the rarest, most exhilarating, and most productive human activity possible. Every business wants to harness this incredible energy, but achieving such a level of motivation is not always easy.

A team is not just a group of individuals who work at the same location or have the same logo on their business card. A real team is made up of people who may be unequal in experience, talent, or education, but who are equal in their commitment to working together to achieve the goals and good of the organization, each other and their customers.

If we are going to be successful, we can no longer look at our organization as departments, divisions, or branches. We must look at the bigger picture and resolve to work together in ways we may never have done before.

Such teamwork doesn't happen by accident. It requires commitment and effort, a willingness to accept the uniqueness of others, and an appreciation of diversity. We build teams in our organization the same way we build relationships with our friends and coworkers. High-functioning teams establish us as reliable, internally and externally. We then project this image to our customers, vendors, competitors, and communities.

Building a real team gets real results, but it can't be done with slogans and directives. It takes everyone who uses innovation to find ideas to save money or improve productivity. Start by respecting each person's individual contribution, showing appreciation, exciting them about their possibilities for achievement, and sharing with them that their group effort has the potential for real genius.