

WEEK FOUR: GO THE EXTRA MILE
 OCTOBER 31, 2011
 SERVICE PRINCIPLES NEWSLETTER

This week our focus is on the Service Principle “Go The Extra Mile”.

Many businesses can “satisfy” their customers. But, it’s our job to go beyond “satisfy”. When we do, we are showing our customers how



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

Share a story about a time when someone did something more than you expected. How did you feel about that person after that?

Share a story about a time when you did something more than was asked. How did you feel when you did it?

Something to think about. . .

Going the Extra Mile

Why do so many people do what they need to do to “get by” in life rather than go the extra mile? Some say it is because people are generally lazy and some say it is because people are generally unwilling to give something for nothing. However, I believe it is because people are just unaware of the chain reaction of positive events that come from going the extra mile. If everyone knew the great effects this gesture has, everyone would take the time to go the extra mile.

Going the extra mile is simply doing more than you are asked or expected to do. You may have tried this approach before and became discouraged or found it a waste of your time. In order to realize the benefits that come with going the extra mile in business or your personal life, you must not expect anything in return. You must be satisfied enough in knowing that you have helped another in need. If not, this value will be in conflict with your other values and it will not last.

Why go the extra mile? Why go out of your way for others? Besides the great feeling you get in knowing you have helped another in need, there are many reasons that will ultimately benefit you. I use the word “ultimately” because these benefits are not obvious and not immediately recognizable, however, they do have a very positive effect on your success in life.

- _ Going the extra mile will help you stand out from the crowd and be recognized

- _ Going the extra mile will bring out positive emotions in others allowing them to both remember you and feel good about you

- Going the extra mile will help you to move ahead of your competition and succeed where others fail

How and when do you go the extra mile? Do you give your customers free products or service? Do you do employees' jobs for them? Do you give away money to your friends? Going the extra mile is not about becoming a slave or a saint; it is about offering your help in some small way. Giving away products, service, money or doing too much for others will hurt both your business and the independence of others you are attempting to help. Ask yourself this question, “Is the something I would charge a friend for?” If not, then do it for free and do it with enthusiasm.

DISCUSSION STARTERS:

Across the [United States](#), 108 cities and 6 states have declared November 1, 2010, Extra Mile Day by, a day to honor and recognize individuals and organizations that are demonstrating an extra mile spirit in service and effort.

"We all talk about wanting change...happiness...more opportunity, however, relying on others to make that happen is only wishing for life to get better. Taking personal responsibility...and going the extra mile individually...is where true success is found.

Some people have overcome tragedy...and create something great. Others have built extraordinary organizations based on their passion alone. All of these people have succeeded in walking life's hot coals...and they all succeeded in coming across to the other side determined to make a real life difference."

Times are tough for many people...no doubt. But the '*go the extra mile*' message gives people an alternative to just throwing their arms in the air and saying 'I give up. We all have the choice when times get tough to dig deep...do more...try harder...and affect practically every area of our life in a positive way."

Whatever you do, do it well. Find the joy in your work, and find the joy in your life. Go the extra mile. As you find the joy in what you do, not only will you enhance your life, but those around you. If you're not in your "dream job" or "dream career" - do the best you can with what you've got, because unless you do, the golden opportunity is not going to magically appear. Great opportunities don't go to people who do average work and "get by". Be the best version of you can be, and watch what happens.

DISCUSSION STARTERS:

Waiters go the extra mile for bigger tips. Employees who go the extra mile get more promotions. Businesses that go the extra mile get more customers.

Take some time to brainstorm ways we can go the extra mile for our customers and co-workers this week.

Go the extra mile for others in your life and expect nothing in return. Then just sit back and enjoy the by-product of success that will eventually come your way.

A Thought...

“I passionately believe that now is the perfect time to do more, to push harder, and to be more creative. Challenging times are often what we need to rekindle that passion to create our own existence and not let circumstances dictate what happens to us. Sure...we all want more value in life. But we need to remember that before value can be given...value must be added. There is no better time than now to commit to adding more value to our jobs and our communities.”

~Shawn Anderson, Executive Director, Extra Mile America Foundation

DISCUSSION STARTER:

When we go the extra mile in life, possibility opens up. It always does. It is on of those great laws of success masked in a simple “cause and effect” principle...add value to receive value. When we go the extra mile...

1. In our careers...we launch forward. We experience our best jobs...and our best paychecks.
2. In our relationships...we find harmony. We experience our greatest friendships and love.
3. In our communities...we serve a greater number. We experience the greatest sense of selflessness.
4. In ourselves...we find happiness. We experience the greatest transformations.
5. In our encouragement...we find joy. We experience what it feels like to bring out the best in someone else.

Now is the time to take a personal look in the mirror and ask ourselves, “What can I do differently? What can I do to make a difference?”

Did you Know?

LESSONS FROM LIFE - THE EXTRA MILE

I handed him a twenty dollar bill for \$10.10 worth of gas (petrol)

"Do you have ten cents?" he asked.

"Yes, if you're short of change, but I really need change because there's a coffee machine at work that doesn't like dollar bills."

He handed me the ninety cents change and then, unasked, started sorting carefully through his stack of dollar bills. He paused once, apparently realizing he seemed slow, and explained, "I'm looking for the ones the machine is most likely to take." Carefully, he handed me the cleanest, crispest bills he had selected.

"Maybe these will work," he said. (They did.)

There are four gas stations about equidistant from my home. Which one do you think I'll be using in the future?

Do you sometimes think that your job does not really affect your company's customers provided you are reasonably polite and do what you are paid to do? Or do you, like that gas station attendant (who probably earns only minimum wage) go the extra mile, and attract more return customers for your employer?

Staff Recognition

Going the extra mile means that we go beyond the minimum requirements of our job and provide a higher level of service. It can mean something as small as a cheerful greeting or providing extra information. How will you go the extra mile this week?

