

# AWARENESS IS POWER®

## Insights for Business

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BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *Customer Satisfaction Starts With Respect, Responsiveness, and Reliability*

Truth be told, customers enjoy being satisfied. They want to be satisfied so that they can become comfortable with a particular company and know that they will be treated with respect. Customer service, even though the term itself is becoming cliché, is extremely important to not just building customer loyalty and retention, but to improving a company's bottom line.

Customer satisfaction comes in various forms, and can be attributed to a multitude of factors that need to be instituted at the inception of the business itself. Ensuring that a customer's expectations are being met will portray to customers – and potential referrals – that a particular company is doing a better job than the competition.

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Are You Having A Bad Day?

### *Emotionally Fueled Behavior Affects Working Relationships*

You have worked hard to get to be in the position you are in today.

Along the way you have created a network of relationships. Whether you realize it or not, these relationships are emotionally fueled. Not only can workplace relationships be created on

emotion, they are often enhanced, defined, and destroyed as a result of the way we handle our emotions.

Being seen as unprofessional, unstable, and untrustworthy can lead to a downward spiral in your work relationships and put an end to your hard earned career. To keep your emotions and relationships in check, you and your coworkers must realize there is a place for emotion in the workplace. How you use your emotions and how they are displayed contributes to the way your coworkers view you and what level of respect they hold for you.

#### **Where Emotions Fit In**

- Emotions affect the quality of decision making
- Emotions affect the formation of relationships
- Emotions fuel motivation and performance
- Emotions make creativity and innovation possible

#### **Reversing Job Dissatisfaction**

Overall satisfaction in the workplace has been in decline recently.

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This is referred in some instances to the “Service Expectations Zone” based on a study by Bill McCormick, President of Sales Training and Results, Inc. In effect, how a company sells and services a customer is often more important than the product that the company sells. All customers expect the “Three R’s” or Respect, Responsiveness and Reliability.



- **Respect:** be attentive, use the customer’s name, and be exceptionally personable.
- **Reliability:** immediate, or near immediate, resolution to a problem should be foremost with any company.
- **Responsiveness:** take ownership of a problem and be solution-oriented, greet the customer promptly and do not leave the customer on hold too long.

Invariably, following the “Three R’s” will ensure the utmost in customer satisfaction. In addition, a business may even achieve the all-important “Service Surprise Zone,” where a customer is not just satisfied they are “wowed” with the service.

#### **To Do List:**

- ✓ Create an action plan for all employees to self rate themselves often on the “Three R’s”
- ✓ Get into the habit of asking employees questions regarding customer satisfaction. Example: What did you do today that was above and beyond what the customer needed? How did you practice the Three R’s today? ♦

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*“They may forget what you said, they may forget what you did, but they will never forget how you made them feel.”*  
~Carl W. Buecher

## **Trouble Shooting A Stagnant Meeting**

**B**e ready to propel a meeting forward when it hits trouble spots.

Here are three classic meeting problems and how to solve them:

■ **Problem:** “*We always peter out.*” **Solution:** End the meeting on a high note. If 17 minutes into the meeting, you reach the climax of the gathering, stop the meeting there. That way everyone walks out revved up—and more productive.

■ **Problem:** “*Everyone’s bored out of their minds.*” **Solution:** Make attendees laugh. Here’s a trick from Sheldon Arora, CEO of Esoftsolutions in Plano, Texas: The last person into the room at the monthly companywide meeting has to tell a joke. It loosens up the room and fills the seats on time.

■ **Problem:** “*No one retains a thing.*” **Solution:** Do a five-minute recap at the end. You want everyone to leave knowing exactly what they’re supposed to do. Clarify potential outcomes, outline next steps and make assignments. ♦

~ Adapted from *Escape From Meeting Hell*, Patrick J. Sauer, Inc., [www.inc.com](http://www.inc.com)



*“People who enjoy meetings should not be in charge of anything.”*  
~Thomas Sowell

### **Not so well known facts about Facebook**

*Did you know?* The original Facebook home page had an obscured picture of Al Pacino behind some binary code.



The average Facebook user has 130 friends.

Over a million websites have integrated with Facebook and more than 150 million people engage with Facebook on external websites each month. ♦

Continued from page one – *Working Relationships*

Some attribute this unpleasant fact to the unstable and faltering ability of people to prioritize engagement with others.

Too much time and effort is being spent on the bottom line, creating results and turning out a profit. Where does this leave the employee when it comes to feeling valued, appreciated, and respected for a job well done? As a leader, it is time to step up and say enough is enough. It is time to reengage with employees and to motivate through positive reinforcement. Doing so will improve what has been your number one goal the entire time, generating a substantial and worthwhile profit.

### Emotional Inspiration versus Rational Inspiration

Inspiration, when derived from emotion rather than rational factors, produces better, longer lasting results. Employees that feel an emotional connection to their coworkers and supervisors are more likely to experience a higher sense of self worth and produce better results on the job. Leaders who take the time to establish these connections are respected more by those around them, create better teams, and are more likely to succeed.

As a leader, it's easy to think rationally when it comes to executing a plan of action to get the job done. You need player A to do this and player B to do that in order to get the work in on time. Instead of conducting a meeting where you sit and disperse orders, have you ever taken the time to stop and ask the opinion of your coworkers? What do they think? What are their ideas? A little acknowledgement and inquiring can go a long way towards establishing your role as both a leader and an emotional counterpart. Beginning at the top, conversation and communication needs to cascade throughout the entire team.

### Turning Bad Days into Good

If you are a human being, then it is inevitable that you are going to experience a bad day or two. More than likely, those bad days will carry over into the workplace. Does your entire day have to be ruined? Do performance, productivity, and morale have to suffer because you're having a bad day? The answer is no. The next time you are facing a bad day incorporate these steps into your routine.

- ✓ Recognize your mood
- ✓ Say you're having a bad day
- ✓ Identify and control your emotions
- ✓ Remember what makes you happy
- ✓ Your bad mood won't last forever
- ✓ Take some time to yourself

Remind yourself that it is okay to have a bad day once in a while. It's a natural part of life and it's bound to happen from time to time. Recognize your feelings and learn to manage them in a constructive way. ♦

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## One Minute Ideas

### Three Steps To Agreement

To reach agreement with other people about anything, try this 3-step "triangle" process:

- 1) **YOU.** First address the other person's interests.
- 2) **US.** Then relate their interests to what you have in common with them.
- 3) **ME.** Then discuss how that relates to your needs. By starting with the other people's interests, they tend to be more open to hearing what you have to say, and this allows further things to develop. ♦



Source: Kare Anderson, *Getting What You Want: How to Resolve Conflict and Win Agreement Every Time*

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2024 Powder Mill Rd  
Silver Spring, MD 20903

Tel: 301-439-8317

E-mail: [aip@awarenessispower.com](mailto:aip@awarenessispower.com)

Visit Our Web Site at:  
[www.awarenessispower.com](http://www.awarenessispower.com)

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## Exceptional Leaders...Are Socially Aware

Exceptional Leaders listen intently and pick up empathetically on the un-spoken and intuitive clues from others. They grasp the other person's perspective and emotions. This allows for more effective communications and connections with others.

Sometimes we don't pick up cues, such as when to end a conversation. The other person can be giving all kinds of non-verbal cues that they want to complete the conversation and yet we keep on talking. We either misjudge or are unaware of the other person's internal state.

Getting a sense of what is going on with another person, generally, and in one-on-one, communication is a foundational skill for influencing others. Sensing how others are feeling is an aspect of being emotionally intelligent. However, sometimes in order to validate what is going on with another person, and not simply mind read, we need to ask them. We can then fashion our communication in a way that will be effective.

### Thought Provoker

- ✓ Do you have an intuitive sense of how others are feeling? Are you getting the truth?
- ✓ Do you see how others are responding non-verbally to your communications and to situations?
- ✓ Do you look for body language, facial expressions, and what's behind the words?
- ✓ Do you inquire of others what is really going on with them, expressing empathy and understanding? Do you know when to end a conversation?
- ✓ What systems can you put in place now to insure that you get the truth, i.e. all of the information that you need to be successful?

Exceptional Leaders have the perceptual acuity to see how others are thinking and feeling and can adjust their communications accordingly. ♦

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It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become." You will learn the three important things leaders and successful people have in common.



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This three-day course allows you to focus on every aspect of your professional and personal life, to build on your strengths and bring out the best in yourself and those around you. **The seminar provides you with the tools to raise your game and take the rest of the team with you!** The benefits are both personal and professional:

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Bayley & Bender 301-439-8317 or E-mail: [aip@awarenessispower.com](mailto:aip@awarenessispower.com)  
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