



Bayley & Bender

AWARENESS IS POWER®

Insights for Business

August 2006

Volume 6 Issue 5

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Don't Be The Victim Of A Hiring Mistake

Every employer makes both good and bad hiring decisions. Both are unavoidable. Even the worst hiring system will produce some very good employees on occasion, and the best selection systems will occasionally produce mis-hires, or employees that don't fit the job they are hired for.

No selection process can guarantee that every newly hired employee is the best or even a good match for the job. A good selection process is designed to reduce the probability of hiring the wrong person, regardless of what the person that designed the process says it will do.

The problem is not that employers occasionally hire a bad employee. The problem is that once the bad employee is on the job and gives indicators of being a poor performer, the employer avoids terminating the worker promptly.

A supervisor once said to me that his reason for not immediately firing a mis-hire was that "there is a 90-day probationary period and he has only been here for 30 days."

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Delivering Great Customer Service

The goals for delivering great customer service starts with delivering a service-oriented attitude that is genuine. You want to exceed the client's expectations and apply the service standards. It is also important to measure your effectiveness in delivering great customer service.

There are three service standards to keep in mind when dealing with a client or customer. These include using and giving personal attention to the customer, teamwork, and taking personal responsibility. There are a couple of ways you can give personal attention to your customers. First, you can anticipate their needs by recommending services or ideas that would benefit them, as well as noticing the clients' wants and needs before they have to ask. Another way is to treat every client as a "Very Important Person". This can be accomplished by treating each client as a unique individual, using their name whenever possible, and by making the clients feel as if they are your top priority.

There are a number of ways to take responsibility. Be sure to follow through (be timely and responsive, keep promises, see a project through until the end) with a client. You should check customer satisfaction, offer alternatives, and show appreciation as well. These service standards will help you to exceed your client's expectations, show your positive attitude, and measure the level of service you are delivering to your client.

Clients are worth more than a one-time interaction.

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The experience then becomes one that lasts far too long.

While the employer is wrestling with determining the “right” decision, the better employees in the organization have already made their decision. They begin to either distance themselves from the poor performer, complain, or they start doing the extra work that is now required to assure that their performance is not hurt by the new employee’s poor performance. After the first mis-hire, good employees may wonder what went wrong with the selection process.

After additional mis-hires, they will begin to wonder how much longer they will be able to put up with carrying the load for the employee that can’t carry their fair share.



The result is that towards the conclusion of the 90-day probationary period the mis-hired employee is terminated. Unfortunately, bad employees do not always leave by themselves. They often (unintentionally) convince more valued employees that there may be a better place to work.

Employers and their most valued employees are better served when time is invested in terminating the mis-hire rather than trying to make him or her into the next good employee. When newly hired employees are determined to be “mistakes,” their employment should be terminated, regardless of how much time remains in the probationary period.

The chances of hiring a person that is not a good fit for the job decreases when an employer invests quality time in selecting employees, adheres to a policy of not settling for the “best of the bunch,” and terminating mis-hires when it is determined that they are not the right person for the job.

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Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were.

— David Rockefeller, US banker

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You should take several things into consideration when dealing with a customer, such as revenue from a single sale, the average number of sales per year, and the average number of sales with a client over his/her lifetime. And by providing genuine service, you are giving your clients what they expect, as well as setting yourself apart from all other organizations. If you can go beyond what the client expects and do more for the client than other competing companies, this will lead to 100% client satisfaction. Donald A. Adams said –

"To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

Another important aspect to delivering great customer service is to develop a consulting partnership with your clients. It is important to be the one to make the opening move and take the initiative. If you approach each interaction with a positive, caring attitude and view it as an opportunity to exceed their expectations, you will be well on your way to developing a valuable and lasting partnership.

Three guidelines for creating a truly memorable impression include smiling and warmth with every interaction; presenting an “I’m here for you” attitude (by seeming ready, eager, attentive and caring); and finally by personalizing every interaction.



Satisfying the client can be a tricky endeavor when you are faced with multiple complaints and angry clients. When faced with complaints, it is necessary to listen to the client, apologize, sympathize, and most importantly, to take action. Angry clients are probably the biggest challenge opportunity you can face. Make sure to remain calm and not to take it personally. Kill ‘em with kindness, and they won’t be able to resist you! It is a good idea to remember the client’s names (and use them) as well as referring to details about the clients.

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This little bit of personal attention may be all that is needed to win them over. Goethe once said, "When we treat a man as he is, we make him worse than he is. When we treat him as if he already were what he potentially could be, we make him what he should be."

There are many reasons customers quit returning to a place of business.

- ✓ **4% of them move away** (you can't do anything about them).
- ✓ **5% change their habits** (meaning they want to try something new for a while, the novelty factor).
- ✓ **9% of them quit because they're attracted to your competition.**
- ✓ **14% of your customers leave because they're unhappy with your service.**
- ✓ **68% of your customers will leave you because they encounter an attitude of indifference.**

Certainly there are precautionary measures you can take to prevent some of your customers from leaving if you are aware of factors like these.



Delivering great customer service will not happen over night, but with a few well thought-out strategies, you can achieve 100% client satisfaction. If you are looking for a quick reference to great customer service, here are the **"Six Secrets of Service"**.

1. If you don't like people, you have no business being in the people business.
2. Serve them well, you keep them. Service them poorly, you loose them.
3. Give the client, not what he wants, but what he really needs.
4. Make your clients feel good about spending their money.
5. If you can't get out of it, get into it!
6. When you give great service, EVERYBODY WINS!!!

For further information on delivering exceptional customer service, please feel free to contact us. **Best of luck in WOW Service!**

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Avoid Absolutes and Empty Claims

Real salespeople don't tell lies, so be careful about offering absolutes. Although Toyota is one of my clients, I find it helpful to ask other audiences I address the following question: "How many of you have the number one Toyota dealership in the country, located right in your town?"

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ONE MINUTE IDEAS

Cell Phone – Do Not Call List

Just a reminder that cell phone numbers not registered on the 'Do Not Call' list are susceptible to telemarketing companies and you may already be receiving sales calls. In most instances, YOU WILL BE CHARGED FOR THESE CALLS... To prevent this, call 1-888-382-1222 or visit www.donotcall.gov and register your cell phone number on the National 'DO NOT CALL' list. It will only take a minute of your time and it blocks (registers) your number for five (5) years.

Not sure if you're already registered – visit the web site and find out.



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Nearly all of the hands go up. “Isn’t that amazing? You each have the number one Toyota dealership in your town. How can that be?” Then we discuss what being “number one” could mean. Does it mean that the dealership has the:

- * Greatest number of car units sold?
- * Largest lot?
- * Highest profitability?
- * Most inventory?
- * Most salespeople?
- * Most customers?



Best or biggest – Similarly, when you see a claim Biggest Dealer in Ohio, this could mean that the dealer sells the most cars, has the highest sales volume, generates the most revenue or after-tax revenue, or simply has the heaviest owner.

When you use an absolute term, back it up with solid data. Otherwise, your claim can actually drive away potential clients.

Avoid Expressing Opinion as Fact – You could inform someone that you have 55,000 employees, which makes you the largest employer in the State. That is verifiable. If you claim that customers prefer you 2 to 1 over the competition, then you need to reference a professionally administered, unbiased survey that confirms your claim. If you don’t present evidence, you’re blowing smoke with general statements.

When you express opinions as facts, you lose trust, especially when you are dealing with a highly conscientious person who relies on solid evidence. **Never express an opinion as fact.**

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Calendar of Events

Public Seminars –

Session	Date (s)	Location
Pat & Bob Bender Present - Awareness Is Power® Personal Excellence Seminar	Sep 27–29, 2006	Serenity at St. Michaels, Maryland

Customized Seminars –

For those companies and Federal Agencies who would like to implement the Awareness Is Power® process throughout their organization, we provide highly-customized seminars for your specific needs to grow your skills and the skills of the people around you, contact Pat Bender personally at 301-439-8317.

NEW PRODUCTS

PILLARS OF SUCCESS

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 what Pat says are three important things leaders and successful people have in common.

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