

The Consultant's Corner

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INSIGHTS  SUCCESS
"Building On Strengths"

Mentors

What is a mentor? According to Greek legend, the goddess Athene liked to come down to earth disguised as a man named "Mentor" so she could advise the young son of Ulysses. (The Greek root "men" means remembering, thinking or counseling; we still use it in words like "mental.") Today, a mentor is an experienced and trusted counselor, anyone who guides and encourages another, especially someone younger.

Mentors come in all shapes and sizes, formal and informal. Usually your mentor is someone who takes a personal interest in your progress, seeing your potential and regarding you as just a bit more capable and talented than you think you are. Not too much more, or you'll dismiss their opinion as unrealistic. Not any less, or you'll have nothing to strive toward.

In my own life, I've had many excellent mentors – wise bosses who guided me and exciting clients who encouraged and inspired me to be the best I could be. We all have mentors who don't know they are our mentors. They are all around us as we watch and learn from what they do and say. Many people have told me I had been their mentor the first time we met.

Good mentors are the people who put the gas in your tank and give you a road map to where you want to go.

Source: PFripp@Fripp.com, 800-634-3035, www.fripp.com

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Good Service Vs. Great Service

What is the difference between a company that provides good service and one that provides great service? If you had to narrow it down to one characteristic, it would be communication.

Companies that provide great service clearly communicate what a customer or potential customer should expect when they do business with that company. They leave no doubt in the customer's mind.

Their customers are in the loop all the way. They know if an item is in stock. If it is not in stock, when it is expected in and when their order will be shipped.

If there is a problem they are informed. The company takes a proactive role in communicating with the customer. They

don't wait for the customer to call them asking where their order is.





Two companies that provide great service are www.amazon.com and www.outpost.com. When you go to their web sites, they tell you if they have an item in stock or how long it will take to get it. Then when you place your order, you receive an e-mail confirmation of your order. Then you get another e-mail when your order goes out the door, including the tracking method and tracking number. They leave no doubt in your mind as to when you will receive your order.

They tell you what to expect and they follow through on that promise. The companies that provide good service do all the same things, they just don't communicate this to the customer. This is the difference between a company that provides good service and one that provides great service.

Source: Dee Brian. E-mail: dee@usedmice.com, or phone (870) 870-1087.



ONE MINUTE IDEAS

E-mail Tip

Did you know that letter case doesn't matter in e-mail addresses?

WHOZIT@WHEREVER.COM is the same as whozit@wherever.com. WhoZit@wHeRever.Com is also the same address.

Some people believe it is easiest to just type all e-mail addresses in lowercase. Often it makes more sense to use whatever case will make an address easier to read and understand.

For example, janedoe@internetservice.net is harder to read than JaneDoe@InternetService.net

Original source: Pat Zickefoose, Virtual Business Assistant

Reduce Back and Neck Strain

If you ever get a sore back and/or neck while working on the computer, try these helpful tips.

1. Position the monitor at a comfortable level, recommended at a height where the top of the monitor is even with your forehead.
2. Sit in a comfortable, relaxed, and good posture position to help reduce strain.
3. Finally, take breaks often. Get up, walk around, get a drink, and stretch.

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Train Staff Before Changing –

Bragging about your customer service without first training the employees who will deliver that service is like sitting on a branch as you saw it off. To prove that point, Dennis McCarthy, president of Paradigm Group, a Connecticut-based consulting firm, tells a story about a company that hired him to improve its image.

He started by talking to some of its best customers and soon learned that many weren't satisfied. One of their biggest gripes: the near-rude treatment they got when they called the company.

Then, on the day he was to meet with senior managers, he noted the company's full-page ad in two major daily newspapers. The ad boasted about the company's "improved customer service," listed an 800 number and urged people to call "and experience the difference."



At the meeting, he asked if those who would handle the calls to the 800 number had received any additional training. The answer came from the marketing director, who said "We didn't have time for that. We had to act fast to improve our image, and ads are a good starting point." Worse yet, McCarthy learned that the phone reps didn't even know about the new customer service campaign.

Source: The Loyalty Link: How Loyal Employees Create Loyal Customers, by Dennis G. McCarthy, John Wiley & Sons Inc., 605 3rd Ave., New York, NY 10158.

"Habit is habit and not to be flung out of the window by any man, but coaxed downstairs a step at a time."

— Mark Twain

Breaking the Habit

Want to stop that habit of overeating, smoking, drinking...? Every time you feel you're losing control, jot down in a notebook or journal that you carry with you, the time of day, situation, your mood and any other influencing factors. Begin to notice patterns and triggers of what starts the behavior for you. If you find that you have a cigarette after dinner with your coffee, perhaps the coffee and lingering at the table contribute to this behavior. To break the habit, leave the table immediately. Forget the coffee. Go brush your teeth and use some mouthwash. Stop triggering the cigarette and replace your after dinner behavior with something else. Awareness of the behavioral triggers is a way to begin to break a habit.

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