

# The One Sheeter<sup>©</sup>

*"Brief Insights into Meaningful Leadership"*

published monthly by Vince Crew for clients, prospective clients and colleagues of REACH Development Services

Vol 10 Issue 3

www.REACHdevelopment.com

March 2007

## How I See It

### When Did Courtesy Die?

Stores, restaurants, airlines, hotels, professional services - sector doesn't matter - rudeness is everywhere. Parents called it manners - teachers called it courtesy - grandparents called it respect - bosses called it professionalism - or at least they used to. Here are 5 reasons why it's quickly disappearing in the workplace and our communities:

**Technology** - Today it's so much easier to fire-off a two line email or leave a 20 second voice mail message than actually *talk* with someone. The days of meaningful, respectful conversations seems antiquated. Meetings are all about looking at reams of paper or having someone turn their back and read slides in a presentation. Stop, take time to have a dialogue. Have the courtesy to come out from behind the easy props of technology. Remember, the most advanced technology in the world is the ability to foster relationships through meaningful dialogue, respect, and encouragement.

**Parenting** - Boomers (fifty-to-sixty somethings) and Gen X (thirty-to-forty somethings) have created some of the most spoiled, selfish, lazy, un-Godly little brats since the offspring of European royalty in centuries past. Sure there are some very bright, thoughtful, polite young people - but I don't know why I always seem to encounter foul-mouthed, gutter-acting, unkempt, hooker-looking teenagers and twenty-somethings. Sorry, but in addition to daily business skills, today's employer must incorporate manners training into orientation and on-going training with young hires.

**Management** - Whether it's due to workforce reduction or laziness, most of the poor service we experience is directly attributable to absentee or poor daily supervision. People need supervision - to ensure focus, emphasize direction, and provide affirmation and discipline. Perhaps the prospect of losing an employee has created an environment whereby supervisors are wary of disciplining for fear of losing a worker - even a poor one. Managers must get out from under spreadsheets, out of the safety and comfort of their offices, and walk the halls. IF they don't, all that will be left is a store full of loser employees and no customers.

**Leadership** - I have been in board rooms, community meetings, and business gatherings where so-called leaders displayed child-like behavior. Regardless of your title, you represent your family, your company, your community, and the values you believe in when you're in public. Do your best to hold your temper and your sense of dignity. Leaders set the standard. Leaders set the example for others to follow.

**Media and Entertainment** - In 1961, FCC chairman Newton Minnow called the future of television a "vast wasteland." Today's programming is filled with perversion, stupidity, immorality, gratuitous violence, and anti-social conduct. When was the last time you saw a movie that didn't contain the "f" word, special effects of gore, and graphic sexual escapades? When was the last time you heard about a TV or newspaper interview or publicity about a "decent, law-abiding citizen" as opposed to a freak, convict, victim, or misfit?

How do you and your people talk and act with co-workers - subordinates - vendors - customers - with community members? It reflects on your personal and professional reputation. It encourages or discourages people to associate with or do business with you. Want to attract and retain better employees, better clients, better suppliers, better associates, better friends? Be nice - because nice still matters.

At least that's how I see it.

## A Tip or Two

### Reflections on Customer Service from Real Companies

Where our values bring you in and our people bring you back.

Lemke Cadillac - Columbus OH

Promise To Our Customers: • Fresh, Hot, Golden Brown Soft Pretzels • Friendly, Courteous Service

• a Sparkling Clean Store

Aunti Anne's Pretzels

Mel's Service Standard: • Fast • Friendly • Immaculate Appearance • Technic Proficiency • Unyielding Standards

• Engage Each Guest

Mel's Diner - Naples FL

We are ladies and gentlemen serving ladies and gentlemen.

The Ritz-Carlton

## Thoughts from Here & There

Customer service is about handling people and problems. Hospitality is about inviting someone to feel very special in your presence.

Vince Crew

There is no business without a customer.

Peter Drucker

The only time you can lose a customer to a competitor is to let them pay more attention to them than you do.

Joe Polish

If we don't take care of the customer, maybe they'll stop bugging us.

E.L. Kersten

Show yourself in all respects a model of good deeds, and in your teaching show integrity, gravity, and sound speech that cannot be censured, so that your opponent may be put to shame, having nothing evil to say of us.

Titus 1:7-8

A good name is better than precious ointment.

Ecclesiastes 7:1

Death and life are in the power of the tongue

Proverbs 18:21

## Vinnie's Commercial

### Outrageous Service: The New Competitive Reality in Retail

(60 - 90 minutes format flexibility)

Ever thought of why you have a favorite store, restaurant, hotel, vendor or bank?

Sure, there's convenience, selection, and price, but no doubt what really makes the difference is the people experience. This program is about getting the right people in the right frame of mind to deliver - not good, not excellent - but outrageous service.

- Identify the 3 factors that create an exceptional customer experience
- Explore a process for hiring, developing, and keeping customer-focused staff
- Master the step-by-step action plan to improve the buying experience at your venue

This and other programs available at [www.REACHdevelopment.com](http://www.REACHdevelopment.com)

ALWAYS, ALWAYS... Continue to REACH!

These perspectives are not a substitute for tailored counsel or programs designed for your particular situation.  
Contact us to discuss your specific needs.

---

*"Encouraging others to reach up, in and out to achieve"*

239-455-0816

REACH Development Services

163 Burnt Pine Dr.

Naples FL 34119

[www.REACHdevelopment.com](http://www.REACHdevelopment.com)