

What's in a Name

Your company's business is not only to deliver products to customers, but it is to deliver "service" to them as well. Service plays a major role in your company. The reaction to issues can separate you from the competition. It can be the difference between an issue becoming small or large. Many companies have "Service" right in their name. But are they truly providing their customers what's in their name? Many companies focus on "Service" in their Mission Statement. It is up to you to decide how well your company is doing with great customer service?

I remember one time when a prospect I was calling on asked me for a "fill rate analysis" on one of our larger accounts. Basically, he wanted to see how good we really were in distributing products and services. I smiled and said, "We do have your normal, everyday issues that all suppliers have in this business. We are human. But, I will tell you this; it's how we react to each issue that separates us from the competition. We look at issues as opportunities to shine in our customer's eyes." I didn't have to supply him with the report. He said, "You're the type of company I want to deal with. You gave me an honest answer without trying to sugar coat the issues."

If you can do your part in taking care of each customer you touch, it makes all the difference! Service is the way you answer the phone, it's the way you fill and deliver the order, and it's the way you present yourself that makes the difference. You need to take ownership and responsibility for your company. You may not have any contact with an account on the surface, but behind the scenes you could be the difference between a positive or negative experience.

I was driving to work a few weeks back when a commercial came on the radio that went something like this: *Are you buried in credit card debt? Can't afford a laptop? Is your credit rating bad? It's not your fault! It's not your fault!* That is all I needed to hear. The rest of the commercial went blank to me. How is it not this person's fault? They made their bed, let them lie in it. My point is that everyone is always pointing their fingers and blaming others for problems at their job and personal failures. Concerning your professional life, you can help your company by taking control, taking

ownership, and providing the service your customer expects. Same goes for your personal life. You are your number one customer!

I recently listened to an audio book called “QBQ! The Question Behind The Question” by author John G. Miller. Mr. Miller discusses how the lack of personal accountability is the problem in many organizations. People must ask “What can I do to...? Please fill in the blank. It’s being empowered to make decisions within an organization. He talks about not using negative questions that try to pass blame. It’s fitting that I’ve had most of my article written and was handed this audio book to listen too. Check it out, you won’t be disappointed.

Service starts with me! It’s up to me to solve problems that I face within my organization and for my customers. It’s up to me to make a difference and get results for my company. It’s up to me to create an exciting, wonderful, and fantastic environment around me. Finally, it’s up to me to take personal accountability and ensure that if Service is in my company’s name, practices, or mission statement, I must provide it to all customers!

Great ~~Selling~~ Serving!

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