

# THE BEACON for Business Success

For People Who Want to Boost Their Business Skills And Embrace Success



NOVEMBER 2007: Stop Sabotaging Your Time Management Skills

## You CAN Get Customers To Come Back With These 5 Easy Steps ... Guaranteed!

**GREAT customer service** is an essential part of growing any successful business. Many small business owners often crash and burn because they don't realize the importance of getting customers to come back and do business again.

I will show you how to treat your customers with dignity, respect and balance. You'll learn to make clear, clean and complete commitments to them.

Learn A Quick Way To Give More Than 100%  
Using a Mathematical Formula

That's right ... using a mathematical formula you will learn what it means to give more than 100%! The four important qualities that will put you over the top.

Imagine... You Can Stop Sabotaging  
Your Time Management Efforts

When you know yourself, you can learn to manage your own behavior. Read about the **5 Time Management Personality Types** and find out which one relates to you.

If you'd like to learn more about becoming effective in your time management skills, please get in touch with me at [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com) or call me at (905) 713-1352 for your **FREE 30 minute discovery session**.

Wishing you much success in boosting your business skills,

Warmly,  
Lois Galloway  
Your Business Coach

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## You Can Get Customers to Come Back with These 5 Easy Steps...

Savvy business owners know that good customer service is actually the lifeblood of any business. Bringing in new customers by slashing prices and offering fabulous promotional deals is great however, in order to keep your business profitable, repeat business is the way to go.

Good customer service is truly all about bringing the customer back. AND it's also about sending them away happy ... so that they will pass on positive feedback about your business to others. AND even more important, new customers will become 'repeat' customers.

Building great relationships with your customers begins with this: "You will be judged by what you do, not what you say".

So, if you want to provide good customer service, all you have to do is ensure that your business consistently does these 5 things:

- 1. First and foremost... Answer your phone**  
Subscribe to call forwarding or an answering service. Hire staff if need be. BUT make sure that a real person is picking up the phone when someone calls your business. If you can't do this, make certain that your voice message is short, welcoming and informative and get back to the caller as soon as possible.

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**2. Don't make any promises that you can't keep**  
Reliability is one of the first keys to forming great relationships, and good customer service is no exception. If you promise to deliver a product by Friday, make certain that you do. Always think before you promise because there is nothing more annoying to customers than a broken one.

**3. Listen to what your customers have to say**  
There's nothing worse than explaining what your problem is and then discovering that the person you were talking to wasn't paying attention and needs to have it explained yet again. By letting your customer talk and actually listening to what he has to say, you can make the appropriate responses and perhaps even suggest how to solve the problem.

**4. Train your staff to ALWAYS be helpful, courteous and knowledgeable**  
Talk to your staff about what it means to **offer GREAT customer service** and empower them! Provide each member of your team with enough information and power to help them make small customer-pleasing decisions so they never have to say, "I don't know".

**5. Go that extra step - even if there's no immediate profit involved**  
I remember going in to the local jewelry repair shop not too long ago to get the band on my watch repaired. It didn't take the owner long to get it fixed and he smiled and said, "no charge". WOW, you don't hear that too often. Now, where do you think I'm going next time I need more jewelry repairs done? AND how many people do you think I've told this story to?

**Apply these 5 steps consistently** to your business and I can guarantee that you will become known for great customer service. AND the best part is that you will not only retain the customers you already have, you'll bring in more good customer from word of mouth about your excellent customer skills.

## Here's a Quick Way to Give More Than 100%

Have you ever wondered about those people who say that they are giving more than 100%?

**What about achieving 103%?** What makes up 100% in life? Here's a little mathematical formula that will help you find out:

If ABCDEFGHIJKLMNOPQRSTUVWXYZ is represented by 1 though 26 then:

**H-A-R-D-W-O-R-K**

$$(8+1+18+4+23+15+18+11) = 98\%$$

And ...

**K-N-O-W-L-E-D-G-E**

$$(11+14+15+23+12+5+4+7+5) = 96\%$$

But ...

**A-T-T-I-T-U-D-E**

$$(1+20+2+9+21+4+5) = 100\%$$

And ...

**S-K-I-L-L-F-U-L-N-E-S-S**

$$(19+11+9+12+12+6+21+12+14+5+19+19) = 159\%$$

**Conclusion:** Mathematical certainty tells us that while hard work and knowledge will get you close, and attitude will get you there, it's skillfulness that puts you over the top!

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## What I Have Learned...

I have learned that people judge us by our actions, not our intentions.

## Quote

"Today, be aware of how you are spending your 1,440 beautiful moments, and spend them wisely."

- Unknown Author

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## STOP Sabotaging Your Time Management Efforts

We can't actually 'manage' time BUT what we can do, is manage our own behavior.

For many of you, this may be an exceptional challenge. Often times you claim that effective time management is your top priority and that you just have to get more organized. But more often than not, your stated desires don't match your actions.

Which of the time management types are you? (This is a fun exercise but hopefully it will prompt you to find more effective ways to manage your time.)

### The Fireman

**Every event is a crisis!** You're so busy putting out fires that you don't have time to deal with anything else that comes your way, especially the boring details of the job. While you run from fire to fire all day, tasks pile up all around you.

### The Aquarian

The **laid back approach** starts interfering with your ability to complete tasks or return phone calls. It isn't time management when you 'get around to doing things' ... it's simple task avoidance.

### The Over-Committer

Problem with this type? **You can't say "no"**. All anyone has to do is ask and before you know it you're chairing another meeting or taking on another project and organizing yet another community event. Sometimes you're so busy you don't even have enough time to write down all the things you have to do.

### The Chatty Kathy

You can't resist exercising your natural communication ability because **you were born to socialize**. Every interaction you have becomes a long drawn out conversation that takes you away from completing tasks. Especially if the task is one that you've been putting off.

### The Perfectionist

Do you have a compulsion to cross all the "t's" and dot all the "i's"? Perhaps you feel that a good job does not entail being rushed. **Exactitude is your watchword**. When it comes to finishing projects to your own satisfaction, sometimes you need more time zones, not just more time.

Hopefully none of these profiles fit you perfectly. Perhaps they will provoke you to think about the different ways you manage or mismanage time and how you might begin to change your own behavior so that you will stop sabotaging your time management efforts.

If you would like to improve your time management skills, give me a call at (905) 713-1352 or email [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com). We can set up your **FREE** coaching session to find out where you are sabotaging your efforts and start developing a strategy to move into better time management skills.

I wish you much success in your business!

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Contact Lois for a **FREE 30 minute discovery session** either by phone or in person.

Lois Galloway  
Business & Personal Development Coach

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Lois Galloway is a member of International Coaching Federation, Coaches Canada and International Association of Coaches; trained by Coach University, Facilitation First and Relationship Coaching Institute, all well respected training facilities.



Lois provides her clients with a nurturing, non-judgmental space to engage in stimulating conversations and explore exciting possibilities that get positive results.

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Her 30 years experience as a successful entrepreneur helps guide individuals on their journey toward personal and business related goals.

## **Personal Coaching:**

- Women in their turbulent (sometimes troublesome) 40's and 50's
- Middle-age men wanting to reshape and transform their lives

## **Business Coaching:**

- Business owners who can't find enough hours in the day to get things done
- Leaders who are paralyzed by fear of failure
- Team players who are frustrated with dysfunction and conflicts

## **Facilitation:**

- Focus Groups looking for clarity and solutions
- Business teams, meetings
- Workshops and teleclasses
- Lois is a Certified PRINT Survey Assessment provider/coach.

Lois' fees are available upon request. For fee structure and additional information, please send an email to: [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com)

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