

THE BEACON for Business Success

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



MAY 2008: Are your customers on the back burner?

Learn How to Think Like Your Customer BUT Act Like the Owner

Do you know why the average business loses 30% of their customers every year?

Poor Customer Service

That's right! By allowing your staff (and even yourself) to put your customers' needs on the back burner, your business will not only lose good customers, but the bottom line will continue to decrease.

If you spend time and energy PLEASING your customers I guarantee that you will see **your profits jump by as much as 100%**!

Learn how to make your customers feel good about buying from your business, recognize your customers for their lifetime value, bend the rules when necessary and deal with and even win back an angry customer.

Encourage your staff how to 'act like the owner'. Encourage them to work together as a team and anticipate your customers' needs. **Customer satisfaction is the key to a profitable, healthy business.**

I Have Learned

I have learned that every person is a teacher and every situation offers a lesson.

Quote

"Management is doing things right; leadership is doing the right things."

- Peter F. Drucker

Are YOU an Effective Leader?

Being an effective leader can be one of the most rewarding things you experience. Not only do you benefit, but you provide a model for others to follow.

It's when that leadership is challenged that the role can be daunting. Overwhelming for many.

- Maybe your company is growing at a rapid rate.
- Perhaps market conditions are in a state of uncertainty.
- You may have an increase in competition. Whatever the reason, once you've started to lose your grip on the reins of leadership, it can be difficult trying to grab them back.

That's where I can help.

As an experienced Business Coach with successful, hands-on leadership experience, **I can equip you with the tools you need to become and remain a highly effective leader.**

You'll develop additional leadership skills and practical techniques that will allow you to achieve your true potential as a leader who earns respect and trust.

Using my Boost Leadership Skills™ System, we will:

1. Assess your current leadership skills and strengths.
2. Assess how your marketplace is changing.
3. Set specific attainable goals.
4. Use coaching tools and resources to develop an action plan to achieve your business and personal goals.
5. Monitor your progress and evaluate ways to ensure your new found leadership success is consistent.

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My system will help you:

- Develop a crystal clear vision, mission and strategy for your business so that you will know exactly where you are going and how you are going to get there;
- Ignite your passion as a leader so you can stay empowered about producing exceptional results;
- Increase your overall productivity and effectiveness.
- Increase your personal free time;
- Increase your sales and profits;
- Keep your team aligned with your mission;
- Improve your communication skills so that team tasks are implemented effectively and efficiently.

Find out how I can help give your leadership skills a boost. Drop me an email and I'll get back to you right away to set up your **FREE 30 minute telephone coaching session.**

lois@discoveryyourselfcoaching.com
Call at (905) 713-1352

What does it take to satisfy a customer?

You may think that your job is answering phones, corresponding with customers, taking and entering orders and making sales but your job is to satisfy customers.

At the end of the day, it's how well you have done that that will determine how far you will go in your company.

Here are some reminders to keep you focused on the path to great customer satisfaction:

1. **Deliver more than what the customer expects.** Always anticipate the needs of your customer, answer any questions or concerns they may have and go beyond the call of duty.
2. **Treat your customers consistently.** Deal with them the same way each time you do business together. You will gain their trust and return business.

3. **Most customers will describe their perception of 'great service' as to how they were treated after something went wrong.** You must work hard to anticipate what could go wrong and head it off before it happens.
4. **Talking down to customers will only infuriate them.** You will sound patronizing if you use such phrases as, "You don't understand" or "Let me explain that one more time".
5. **Make sure nothing happens behind a customer's back** that you wouldn't feel comfortable having him witness.

Ask yourself: "Would I mind if my customer saw me doing this or heard us saying that?" If the answer is "yes", then why are you doing it?

First rate customer service requires dedication, commitment, great role modeling and **can mean the difference between losing 30% of your customers and increasing your profits by 100%.**

In case you didn't know this, traditionally the month of May is:

Revise Your Work Schedule Month

There's no better time to consider the options of working from home and join the growing trend.

Benefits of working from home:

- Freedom and flexibility to create your own schedule
- Be available at home while still contributing to the family's income
- Keep up on business skills
- Have more time with kids and play a bigger role in their upbringing
- Have an outlet for creativity and adult interaction that so many stay-at-home parents miss

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If you'd like to find out how to do this, please give me a call (905) 713-1352 and I'd be happy to coach with you for a complementary 30 minute telephone call.

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

Lois Galloway
Business & Personal Development Coach

Discover Yourself Coaching
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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.

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

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