

# The Results Register

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THE QUINTESSENCE CORPORATION  
HELPING ORGANIZATIONS BECOME EXEMPLARY

## *Huh? The True Art of Listening*

By Marsha Petri Sue

**G**reat salespeople are great listeners. Period. Case closed.

They have developed the ability to hear their customers and clients, understand their needs, and meet those needs with products and services. How great a listener are you? Answer most given: Not good enough.

*Here are four key points to help improve your listening skills:*

1. **Turn off your self-talk.** We cannot hear what the other person is saying if we have our own thoughts getting in the way. We talk to ourselves while others are talking to us. The rate of speech in our own heads is about 600 words per minute (WPM). Most people, customers included, only speak about 150 WPM. So slow down and focus on their words.
2. **Hear what the other person is saying.** Often we allow our filters to interpret what the other person said. A filter is anything that becomes a barrier to hearing what the other person is saying. When thinking ahead for your response--bias, background, culture, education, socioeconomics, and such, act as filters. The salesperson must eliminate filters to hear the message of the customer.

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### **Motivational Thought**

*It is not your customer's job to remember you:  
It is your obligation and responsibility to make sure  
they don't have the chance to forget you.*



*What do you mean customer service is my job...I'm just a janitor?*

## *Customer Service Is Everybody's Job*

By Patricia Fripp

**E**veryone in your organization must know how vitally important customer service is in your business. Good customer service starts with good training of your employees. Here are a few suggestions to help your organization keep your customers beaming and eager to come back for more.

### **1. Sell your company to your employees.**

If you have brochures explaining your products or services, make sure everybody in your organization reads them. Print them in as many languages as necessary to ensure that everyone gets the message.

If you have a mission statement or company philosophy, post it everywhere. Be creative in communicating what's expected. Consider audio or video tapes depicting your mission or cartoon strips or photo series illustrating how employees share in achieving the company's mission. Then be sure that you really live your mission statement. Lip service only will produce cynical and hostile employees.

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3. **Physically let the person know you are listening.** Eighty percent of our message is delivered in how we appear to the other person. A positive nod of the head, a verbal "Uh-huh" or "OK" are clues that you are still with them. Open body language is critical. Folding our arms in front of our body is a closed position that signals to others we are mentally turned off to their words. Solution? Keep your hands at your sides (in the listening position).
4. **Paraphrase using 'I' language.** To make sure you hear what the other person said, repeat key words to verify what they said. For example, say: "So, if I understand you correctly ... People don't always say what they mean. Successful salespeople paraphrase the important parts of what they heard.

### ***Secret to improving your listening skills -***

Place a tape recorder in the top drawer of your desk and record *your side* of the next eight telephone conversations. Find a quiet corner and listen to what you said. Identify one element you dislike and focus on changing it. Then put a rubber band on your wrist as a reminder of the habit you want to change and be patient. Most habits take an average of 30 days (of constant practice) to change.



**Great listeners are the most successful people regardless of endeavor; sales, business, coaching, etc.**

### ***Practice your listening skills!***

Source: Marsha Petri Sue P.O. Box 15218, Scottsdale, AZ 85267.

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## ***Communicating Criticisms***

**M**any managers are eager to compliment but often neglect to criticize. It is so hard to tell another grown-up when they have done something incorrectly. But managers are responsible for helping others grow and need to help mentor their employees.

***Here are a few guidelines to follow to help employees gain new skills:***

1. Specify the behavior and criticize the behavior - never the individual.
2. Be specific in your criticism - don't generalize.
3. Say something positive about the person.
4. Show how you can work on the problem behavior as a team.
5. Understand how the employee feels and show your empathy.
6. Show your confidence in the employee.

## ***Web Site Of The Month!***

### **WhitePages.com: People Search**

This site provides an easy-to-use online directory of residential and business listings. A simple way to find any listed phone number, the name and address that goes with a phone number. Other features include: zip codes, reverse look-ups and an e-mail locator.

**Check it out at: [www.whitepages.com](http://www.whitepages.com)**



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## **2. Recognize effort.**

Regularly salute employees who have gone the extra mile in serving your customers. Write up the incident for your company newsletter. If you have no newsletter, post the report in a special place of honor along with a photo of the employee.

## **3. Trade places.**

Why not give your executive and administrative staff an opportunity for hands-on experience with customer service? Every few weeks have each of them spend a day working on the front lines serving your customers.

## **4. Talk to the front-line troops.**

Hold regular meetings for employees who have the most contact with your customers and ask them, "What questions do our customers ask most often about our product or service?" "What complaint do you hear most often?" "What do customers find most beneficial about our product or service?"

Source permission by: PFripp@Fripp.com, 1-800 634 3035, <http://www.fripp.com>

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## ***Smile - What Can It Hurt?***

"A smile costs nothing, but creates much,  
It happens in a flash, but the memory of it  
lasts forever,  
It cannot be bought, begged, borrowed nor stolen,  
But it is something that is no earthly good to  
anyone until it is given away.



So if in your hurry and rush,  
You meet someone, who is too weary to give you a smile,  
Leave one of yours,  
For no one needs a smile quite as much as the one who  
has none left to give."

-Author Unknown

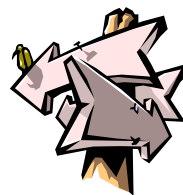
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## ***Keeping On Track***

Every month or so you should step out of the day-to-day of doing business and evaluate the course of your companies actions.

### **Ask yourself these questions:**

- Are we working towards are most important goals?*
- Are we getting closer to or farther away from our vision?*
- What should we be doing?*
- What is our next step?*
- What should we not be doing?*



Source: Sorrell Associates (C2002)

# **one minute ideas**

## ***Writer's Block?***

Can't get going on a memo or other piece of writing? Write random ideas on the topic. When you're done, go back and restructure your thoughts.

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## ***Silence***

Mentally count how many times you remain silent in your next conversation with an employee or co-worker. If you note only a few, you may need to give others more chances to offer their ideas, to ask questions, and to show they understand what you've said.

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## ***Hang In There With Optimism***

Two frogs fell into a deep cream bowl. One was an optimistic soul; but the other took the gloomy view. I shall drown, he cried, and so will you. So with a last despairing cry, He closed his eyes and said, Goodbye. But the frog, with a merry grin, said, I can't get out, but I won't give in! I'll swim around till my strength is spent. For having tried, I'll die content. Bravely he swam until it would seem he would soon succumb. His struggles began to churn the cream. On the top of the butter at last he stopped and out of the bowl he happily hopped.

- Author Unknown



# *It's All About Attitude!*

The longer I live, the more I realize the impact of *attitude* on life.

*Attitude*, to me, is more important than education, than money, than circumstance, than failures, than success, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church... a home.

The remarkable thing is we have a choice everyday regarding the *attitude* we embrace for that day.

We cannot change our past...we cannot change the fact that people act in a certain way. We cannot change the inevitable.

The only thing we can do is play the one string we have, and that is our *attitude*...I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...we are in charge of our *attitude*.



Source: Chuck Swindoll, author, *Attitude*. [www.ladge.com](http://www.ladge.com)

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## **Helping Organizations Become Exemplary**

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