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# The Results Register

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*Cultivating Potential into Performance and Profit*

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## *The Top 10 Things That Make A Good Manager*

**H**ow to become the boss everyone loves to praise, rather than the boss everyone loves to hate!

### **1. Acknowledge your staff.**

When a staff member does a job well, make sure you notice it and acknowledge him or her for it. Don't let the opportunity to praise a piece of good work go by.

### **2. Never, ever, humiliate anyone on your staff.**

If you are annoyed with someone on your team, or they have done something wrong, make sure you keep your cool, especially in public. If you humiliate someone, he or she will hold a grudge against you, and his or her work will suffer too.

### **3. Create a culture where mistakes are OK.**

If you don't make mistakes, chances are you are not stretching yourself. If your staff is allowed to feel that mistakes are part of reaching for new heights, rather than something to feel bad about or ashamed of, they will take more risks on your behalf.

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*'It pays not to take all the money on the table.'*

## *"Don't Take All The Money That's On The Table"*

**D**o you have any "friends" who call only when they want something? Are they your favorite people? Do you contact customers only when you're asking for their money? Or do you keep in touch

for other reasons? Do salespeople call on you only when they want you to spend money? What if, instead, they called you with a lead, a referral, or an idea? Wouldn't that make you think you were more than just a customer? That they cared about you and your business?

In yesterday's world, we celebrated closing a sale. Today, we celebrate opening a relationship. That's how a business is built. One of the goals in growing your business should be that the same person you sold to today will still be spending money with you ten years from now. People want to do business with people who appreciate them and look out for their interests. Be appropriately generous with your ideas and time.

If you want to be perceived as an irreplaceable unpaid advisor by your customers, phone them now and then, saying something like, "Hey, I've got an idea that might work for you." or, "I've got a potential customer for you" or "Here's something that might help your business." Provide this information with absolutely no strings and no expectations of a sale.

It pays not to take all the money on the table. Always give your customers more than they pay for.

**HOMework** - What can you do to make yourself an unpaid advisor so you become invaluable to your customers and guarantee their loyalty?

Source: Patricia Fripp. PFripp@fripp.com, (800) 634-3035.

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#### 4. Remember personal details.

Take time to get to know your staff: who they are, what is important in their lives, etc. Be interested in them as people, not just as workers.

#### 5. Don't hide behind your position.

Be human and friendly with your staff so they will be able to support and encourage each other when things are tough.

#### 6. Be approachable.

Allow your staff to feel that they can come and talk to you about sensitive issues, inside and outside work difficulties, and that you will respect them and not hold what they share against them.

#### 7. Admit your mistakes.

If you get it wrong, say so. Managers don't have to be infallible! Your staff will respect you more if you are able to admit your mistakes and then set about sorting out a solution.



#### 8. Listen in such a way that your employees will talk to you.

Often people feel afraid of or intimidated by management. Make sure you show people that you are willing to listen to what they have to say and that they are important and worthy of your time.

#### 9. Be clear in your requests.

It is your responsibility to ensure that people understand your requests. Communicate clearly and ask if they understood your request.

#### 10. Treat everyone respectfully and courteously at all times.

Everyone who works for you is a valuable human being who deserves respect. A manager is only as good as how she or he treats the people on her or his team, especially when there is a problem.

Source: Aboodi Shaby, wonderful-life.com / ©2002, CoachVille.

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## Tips Of The Trade

"Imagine life as a game in which you are juggling some five balls in the air. You name them - work, family, health, friends and spirit, and you're keeping all of these in the air. You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls - family, health, friends and spirit are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged, or even shattered. They will never be the same. You must understand that and strive for balance in your life."



Brian Dyson, CEO - Coca Cola Enterprises

Bolster your leadership by visiting the office or shop floor often. If you don't, employees may think you're too busy to talk to them...and they may feel reluctant to enter your turf when they need to see you.

Attitude is everything. It is the lens that you look through to experience your reality. Take a look at your attitude. Are you negative? Do you color everything with fear or need? How will your life change if you change your attitude?



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## Good Service Versus Great Service

What is the difference between a company that provides *good* service and one that provides *great* service? If you had to narrow it down to one characteristic, it would be communication.

Companies that provide *great* service clearly communicate what a customer or potential customer should expect when they do business with that company. They leave no doubt in the customer's mind.



Their customers are in the loop all the way. They know if an item is in stock, if it is not in stock, and when it is expected in. They also know when their order will be shipped, and how it will be shipped.

If there is a problem, the customer is informed. The company takes a proactive role in communicating with the customer. They don't wait for the customer to call them asking the status of their order.

Two companies that provide *great* service are [www.amazon.com](http://www.amazon.com) and [www.outpost.com](http://www.outpost.com). When you go to their web sites, they tell you if they have an item in stock or how long it will take to get it. When you place your order, you receive an email confirmation of your order. Then you get another email when your order goes out the door, including the tracking method and tracking number. They leave no doubt in your mind as to when you will receive your order.



They tell you what to expect and they follow through on that promise. The companies that provide *good* service do all the same things that the company that provides *great* service; they just don't communicate this to the customer. This is the difference between a company that provides *good* service and one that provides *great* service.

Source: Dee Brian, Used Mice Web Hosting / [www.usedmice.com](http://www.usedmice.com)

## Web Site Of The Month!



**U.S. Economy at a Glance** - This site, by the U.S. Bureau of Labor Statistics, provides links to various reports including: The Unemployment Rate, the Change in Payroll Employment, the Average Hourly Earnings, the Consumer Price Index, the Producer Price Index, The U.S. Import Price Index, the Employment Cost Index and the seasonally adjusted Productivity report. The reports include the most current releases as well as an archive of past months figures and includes links to statistics for each state.

Check it out at: <http://stats.bls.gov/eag/eag.us.htm>



## ONE MINUTE IDEAS

### Praise Employees

Use praise on employees who are performing poorly in one area but well in others. *Here's how:* Praise what the employee is doing well, then say: "Now, I want you to take the same approach on this other matter."

Adapted from *Coaching for Performance*, John Whitmore, Nicholas Publishing.

### Reward Staffers For Imperfection

Encourage your staff to take calculated risks by promising to reward them for not being perfect.

Have them come to their next performance appraisal ready to regale you with examples of their well-intentioned mistakes.

Adapted from *Leadership and the Customer Revolution*, Gary Heil, Tom Parker, and Rick Tate, Van Nostrand Reinhold.

### Computer Purchases

Before you buy a computer or software, call the maker's toll-free help numbers. *Reason:* If you can't get through, or must hold a long time, you'll be better able to decide which companies you don't want to deal with.

Source: Bill Altier, Princeton Associates Inc., P.O. Box 820, Buckingham, PA 18912



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# Diversity Defined

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**Diversity** is defined as having differences. These differences may range from personal preferences such as being a vegetarian to physical limitations such as limited visual or hearing. Yet, a recent national survey suggest that most define diversity as either having racial or cultural differences. To embrace a more global definition of diversity, try incorporating these ideas in your corporate culture:

- **Keep an open mind to all individuals and their ideas**
- **Respect all individual differences**
- **Become proactive in meeting the diverse needs of others**



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