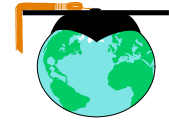


# TLC TRAINING NEWS

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A World  
of Learning

*As a customer, do you get frustrated by the sullen looks, shrugs and expressionless faces by those who serve you?*

In an increasingly busy and hectic world, good customer service is hard to find. When did you last experience the “The Sparkle Factor”? You know, that energetic connection where the person serving you made you smile and feel valued? That kind of service is memorable and makes you want to go back. Most people have to take a minute and dig deep to recall good customer service.

Which brings us to the **BUZZZZZZZZZZ** that is happening here at TLC. Managing Directors Catherine and Alan Logue, together with trainer Ben Deering have returned from a huge retail convention in Las Vegas. They have accessed outstanding customer service information from the international community to further enhance the training resources we have to offer our clients.

We are excited about making a dent in the apathy pervasive within the services industry. Keen to be proactive in improving customer service here in SA, this newsletter is the first of a series of three with the theme of Compelling Customer Service. We hope that these insights and tips may be useful for you as you steer your business into a new era –



CEO Catherine Logue shares about **Inspiring Your Customer**

*As a business operator, you come to appreciate those inspirational moments of customer service you receive when you are a customer – that person on the other side*

*of the fence that we ask our own staff to identify with.*

*Let me describe a situation which gave me the inspiration to go back to work and beef up our customer handling skills. I had a dentist appointment to repair a chipped tooth. A dentist visit is not a service experience one usually cherishes. I arrived at the dentist to greeted with a*

*warm smile and recognition “ Good morning, you must be Catherine.” (I had never been to this dental practice before.) I was shown into the waiting room and asked to share some personal information for their records. When half way through the form, the receptionist reappeared with the dental nurse and introduced her saying “This is Jenny, and she will look after you today”.*



*Once the form was done, Jenny walked to the surgery, and introduced the dentist by first name. He asked how long it was since the last visit, and I hedged because I thought here we go again, I am about to be admonished for my tardiness. Instead, he asked if I would like to see how I was going with my dental health, and put my pearly whites on the screen on the ceiling to describe where I needed some help. His approach was caring and reassuring. Then his winning comment was “ How about we do some work on the whiteness and restore that lovely smile” My expectations were ones of discomfort, scolding and expense. The actual experience was very comfortable and gave me a desire to return and be treated with care and understanding. If a dentist can offer experience driven service, what can we do when the customer wants to come into our business?*

- ☞ **Use the customer's name**
- ☞ **Take time to make them feel special**
- ☞ **Think about the customer's personal expectations**
- ☞ **Show warmth and understanding**

Next Newsletter's theme will be **Inspiring Staff Performance**

## Quote For The Day

*“Change has considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.”* King Whitney Jr.

## Needing assistance with staff training? We can help!

Introducing a few of our dynamic trainers here at TLC:

**Catherine Logue** is well known in training networks as being a leader for positive change. Firmly committed to Best Practice principles, Catherine ensures her own businesses are managed from a wholistic approach, combining both business acumen and soul. She has assembled a cohesive network of trainers and offers mentorship and support for trainers in SA via ongoing workshops and specialist seminars. Frequently invited to share as a guest speaker, Catherine has won friends from all around the globe. Catherine is currently writing a book entitled, "Managing Your Business With Soul".



**Julie Clifford** is one whirlwind operator. Besides jetsetting amongst the major Australian cities, event-managing for events like The Davis Cup, she also trains for TLC. Her impressive portfolio includes her role as Venue Merchandise Manager for the Sydney Olympics and her current role as State Merchandising Manager for Concept Sports International (inc Rugby World Cup 2003 and Grand Prix 2004). Julie has an infectious laugh and brings a wealth of professionalism to her customer service training.



**Jacque Opie**, our newest team member, a talented training consultant who works in personal goal setting, business management, accounting practices and work life balance arenas. Jacque enjoys working with people from all walks of life, she has consulted and trained for a variety of groups: from the unemployed to the corporate sector with clients including Cap Gemini and Electus. Jacque has the reputation of making training fun, establishing rapport with ease and consistently receives outstanding feedback in her evaluations.

*Our next Newsletter will feature profiles on trainers Alan Logue (also Commercial Operations Manager), Monica Magann, Kate Johnstone and the one, the only Ben Deering, who also works as our Retail Operations and Service Manager.*



If you are stressed, here are 10 creative ways to take care of YOU!

1. Pack a variety of gourmet teas in an eye-catching container to indulge in at work
2. Nibble on a few Haigh's chocolates whilst sipping on some champagne
3. Pack a portable CD player, a relaxing CD and find a secluded stretch of sand to rediscover some tranquility
4. Get some cheap watercolour paints and paint a picture of your ideal life
5. Buy yourself a lovely green plant that doesn't require much care
6. Take up belly dancing or learn a second language
7. Rent a classic movie (Secret Life of Walter Mitty is really good)
8. Don't criticize yourself
9. Drive to the Flinders Ranges and discover some new terrain
10. Start planning and saving for a trip somewhere tempting

### DIGITAL TRAINING SESSIONS

#### *Making the most of that Digital Camera*

TLC has been conducting Digital Camera training on Saturday mornings for the past 18 months. This one off workshop enables the camera user to get capture those images the plan and how to edit and save them for use in their documents, or have the photos printed later. If you know someone who could benefit from this workshop or would like to attend, phone our offices on telephone (08) 8227 0310

#### Funny Store Signs:

Front yard of a funeral home:

***"Drive carefully, we can wait."***

Veterinarian's waiting room:

***"Back in 5 minutes. Sit! Stay!"***

**Our email is:  
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