

# TLC News

News & Notes from Training for Learning Co  
November 2007 Edition

## Service - Getting back to Basics

At a conference some time ago, the speaker asked how do you:

- ◆ Greet
- ◆ Treat
- ◆ Meet quality



It is worth thinking about what our Customer Service Policy means to the retail customer.

Everyone enjoys being acknowledged, and made to feel that their presence is noticed and is valued ... so, what do you do to greet you customer as they enter your business?

There is no such thing in retail as a staffer having a "bad day". Once the door is open for business, the retail guests that have taken time to visit your business need to be made welcome and experience value for sharing their time and interest in your products and services.

Take time to find out why the customer entered your business and not the one day the street or across the mall ... maybe your displays looked inviting, or was it the cleanliness & appearance of the store, or even better do the environment look friendly because other customers were smiling and enjoying the interaction?

What you do well needs to be reinforced, and everyone in the business needs to learn to offer the same level of service ... the saying 'a team is only as strong as its weakest link' applies the customer service focus too.

Ask about our workshop on "Building Customer Relationships".



Call 08 82270310 for more info.

## THIS MONTH'S SERVICE QUIZ



## Answering the telephone

How long does it ring?	
Do you have an answering machine?	
How quickly do you return calls?	
Do you have a standard greeting?	
Is there a message pad next to the phone?	
Does your voice sound energetic?	

Remember the telephone is a wonderful tool for our retail business, especially when you are mindful that the voice and words must do all the work ... the customer can hear you smiling.

Submit your answers via email or post:

[catherine@trainingforlearning.com](mailto:catherine@trainingforlearning.com)

Or PO Box 7152 Hutt St Adelaide 5000

WIN a copy of our "Telephone Techniques Handbook" to use in your staff training ... the winner will be announced in the March edition.

## POLICY & PROCEDURES for Retailers



There are a multitude of benefits for your business.

- ◆ A list of policies and behaviours will ensure all the team members know the correct approach to any operation in the store.
- ◆ It offers the business and the clients a consistent service and regulations.
- ◆ It is a great support for the managing team, because the staff can check the procedure manual without needing to approach another for a decision.

At TLC, we have developed an 'Operational Guide' which covers the standard rules for your retail store, with room to add your specific policies and procedures.

Phone TLC on 08 82270310 or email for more information

[info@trainingforlearning.com](mailto:info@trainingforlearning.com)

## How do you inspire your staff?

Here are 10 ideas from Jerry Wilson in his book "151 Quick Ideas to Inspire Your Staff"

- ✓ Create a 'magnet' story
- ✓ Answer the 'why' questions
- ✓ You are in the people business
- ✓ Invest in yourself
- ✓ Invest in your team
- ✓ To be effective, do more than 'walk your talk'
- ✓ Boss 'heal thyself' for you are the problem
- ✓ Do you have reasons ... or excuses?
- ✓ Have job descriptions & set standards
- ✓ Catch them being good



### What ideas do you have to add to this list?

Remembering to praise and thank you team members is important. How often do I hear managers comment "but that is their job, why do I need to say thank you?"

Well, behaviour that attracts praise or reward, is behaviour that gets repeated. So... if you have a team member who has thought to put the A frame out early, or thought to restock a shelf or phone a customer without being asked, why not say thanks. It creates an environment where staff are pleased to be at work, and guess what, the customers notice too.

### Do you have a Reward Board?

It can be a very effective approach to paste up testimonials and feedback from customers. Pride in the job and enjoyment at work makes a harmonious workplace.

### How do you reward staff?

It can be as simple as bringing in a tempting morning tea, or saying thanks with a movie ticket or multi-trip transport ticket. Writing a short 'thank you' note and putting it at their work station. Showing interest in them as an individual is also well received.

Consider introducing a reward system that recognises performance. Certificates and competition can be valued if you give them the process credibility. It needs to be maintained though, it can be more detrimental to offer a system, and not follow through.

### What ideas work in your business?

Email in your ideas and share with other interested managers.

[info@trainingforlearning.com](mailto:info@trainingforlearning.com)

## HAVE YOU EVER THOUGHT OF ENTERING YOUR BUSINESS IN AN "AWARDS" PROGRAM?

If you want the team to take pride in the business, give them an opportunity to do just that!

## Power Point Presentations

Remember some of the rules for overheads!

- Only 7 lines per page
- Use key points ... not all the text
- Be visual
- Use colour
- Space information to the whole page
- Learn to use all the facilities
- Turn off the screen when not in use
- Only use 2 fonts per page

When you are presenting information or a training session, the power point presentation is a tool to help you, not take over the whole event.

Some techniques in power point are very dramatic, however, the drama must work for you, not against you.

At times you need to divert your audience attention to you another area of the room; try the pressing the letter "B" button. This action blacks out the screen, then hitting any key returns you to the presentation.

This allows you to gain their attention, all by the tapping of a key.

For more tips on presentation skills, ask about the "Innovative Training Methods", or "Effective Presentations" workshops.

Phone 08 82270310 or email us for more info.



