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# Dealer Communicator

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“ We At Martin Yale,  
Decided Long Ago  
To Be A Go-To-Vendor  
For Dealer-Channel  
Partners ”

Greg German,  
President,  
Martin Yale Industries

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## Breaking The Golden Rule

*By John Tschohl*

The well known Golden Rule... "treat others as you would like to be treated", sounds like an easy goal, but how true is it? How often do we complain about the way we are treated, but the very next day we are being trite and short with others? Normally, this wouldn't be so bad; we all have our good days and bad days. Our families and friends know the "true us", so we are often forgiven. But what if the service sector was our job? What if our first impression was our last? What if our disposition caused a future customer to walk away to a competitor? Given this scenario, it's not so easy to chalk up our behavior to a "bad day". Unfortunately, every day employees in every capacity, make a choice NOT to treat others the same way they would like to be treated and their

choice not only impacts their job but the company's bottom line. According to John Tschohl, author of *Achieving Excellence Through Customer Service* (10th Edition, Revised 2014), "The entire service process lasts less than three minutes." Tschohl says, "Bad service is seen by many consumers as a personal insult. They become angry, depressed, or insecure when sales people ignore them, snap at them or hurry to get rid of them. They are offended when salespeople haven't considered their customers important enough for them to learn the answers to common questions about the merchandise or service they sell." Here are some guidelines to follow if your job entails one-on-one communication with a customer/client...

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## SALES CORNER

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- **KNOW YOUR JOB!**

Tschohl says, "The more you know about your company, the better equipped you are to solve problems and innovate. Strive to learn as much as you can about your company." If there is a question you don't have the answer to...DON'T MAKE ONE UP AND NEVER EVER SAY "I don't know", and do nothing to find the answer. If you don't know the answer, seek out a manager and ask him/her. A great thing to say to a customer is "I don't have the answer, but I love learning so I will find that out for you and we will both have the answer. Thank you for asking!".

- **LEAVE YOUR PROBLEMS AT HOME.** This can be difficult, especially if something serious is going on in the background. If you are having a particularly bad day, try your hardest to put the problem out of your mind and use your job as an escape from the problem, a kind of breather. Fake a smile.

- **Create a new Golden Rule.** Forget the old saying...treat others as you would like to be treated. How about..."Treat others BETTER than you have ever been treated". Go beyond where anyone else has ever been!

- **Think of your own pet peeves.** What drives you crazy? What gets on your nerves? Think about it then...DON'T do it. Take your pet peeves and turn them into a list of things you will never do. This can be a powerful tool.

- **Try turning your job into a game.** Ask yourself how many people you can get to walk away with a smile in a day? How many people can you help today? These little tools can take the monotony out of an everyday job! On your next day on the job... remember that! **DC**

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