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*Turn Your Workplace Into a WOWplace:
Connecting the Pieces
To Create Customer WOWs*



Presentation for



October 13, 2010

About Your Presenter



With over 27 years of formal and informal speaking and training experience, Sandy Geroux delivers motivational keynotes and training programs focusing on the topics of effective risk-taking, goal-setting & achievement and customer service.

A GRI, former top-producing REALTOR® and recipient of numerous sales awards, Sandy is listed in the *2002-2003 National Register's Who's Who in Executives and Professionals* and is a frequent contributor to business and industry magazines, including *Entrepreneur*, *Broker-Agent Professional*, NAR's national and statewide REALTOR® Magazines and more, as well as a columnist for the *American Society for Administrative Professionals (ASAP)*. She is the Immediate Past President of the Central Florida Chapter of the National Speakers Association, past Chairperson of the Small Business Council in the Kissimmee/Osceola County Chamber of Commerce and a Board member for two local children's charities in the Orlando/Kissimmee, Florida area.

Sandy is also a singer and has performed in numerous musical and dramatic stage productions and sung the National Anthem at various sports venues, including Daytona International Speedway.

In addition, she has had much exposure to the world of technology. In addition to participating in corporate-wide technology initiatives and serving as a Business Systems Consultant, Sandy owned a desktop publishing business and has taught hands-on computer classes at companies and colleges in Rhode Island and Massachusetts, as well as working on her own website over the past eight years to improve its design, exposure and performance.

Sandy combines real-life entrepreneurial, entertainment, training and speaking experience and knowledge that make her uniquely qualified to help diverse audiences not only *realize* the benefits of taking reasonable risks, but show them *how* to achieve the success they desire. Thus, her programs are not only inspiring, but overflowing with practical ideas, tips and tools to help individuals succeed with their personal dreams and organizations accomplish their bottom-line objectives.

Another plus is Sandy's dynamic speaking style, which has been described by those who have seen her as enthusiastic, energetic and extremely motivating!

After Kissimmee Utility Authority's managers and supervisors heard Sandy Geroux's presentation on delivering outstanding customer service, they were so impressed that they asked that she return to deliver this message to each and every KUA employee. Sandy complied with our request and exceeded everyone's expectations. Sandy puts everything into it... and she has a lot.

- Jim Welsh, CEO
Kissimmee Utility Authority

Turn Your Workplace Into a WOWplace: Connecting the Pieces to Create Customer WOWs



Are we in relationships with our residents – and all of their family members – or merely in “transactions” with them?

Where's the focus? _____

What do Customers Want?

External customers (those who buy from us) and internal customers (our fellow employees) want the same things.

They want to be:

- ◆ Valued
- ◆ Appreciated
- ◆ Listened to – **NEVER ASSUME!**



We are a team...

When the team succeeds, our customers WIN!

Key factors necessary for customers to feel valued:

1. _____
2. _____
3. _____
4. _____
5. _____

Build relationships!



Our Attitudes Toward Risk

Don't be afraid to give up the good for the great.
- Kenny Rogers

Let's fix them!

Why take risks?



Standing out from the crowd

_____ % of a company's problems can be solved routinely; the other _____ % require employee participation and innovation and have the most impact on the organization!

There are always two choices, two paths to take. One is easy, and its only reward is that it's easy.
- Unknown

Levels of risk

- ◆ Low
- ◆ Medium
- ◆ High
- ◆ Stupid

Categories of Risk

- Emotional
- Financial
- Physical
- Position/Power

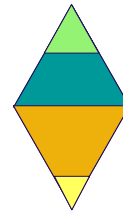
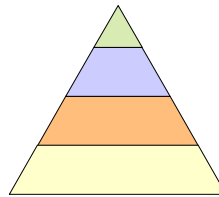
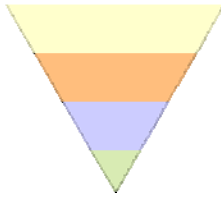
Self
vs.
Others

Normal risk-taking behavior pattern

What often happens after risk seminar

Desired Behavior Pattern

Low
Medium
High
Stupid



Why don't we take risks?

We're "comfortable enough" _____

We don't feel valued, respected or listened to _____

We don't believe that what we do can/does actually make a difference _____

Fear of the unknown:

✓ What will happen if I try and fail? Will I be OK – or lose my job? _____

✓ What is my company's position? How are risk-takers treated? _____

✓ How comfortable am **I** taking risks? _____

✓ Do **I** know the company's position? _____

✓ If I don't know... **others** probably won't know – and if we don't know, we won't try!

5 Principles for Taking Risk



Principle #1: Know Thyself

What is your risk tolerance level? How much is “too much” risk for you?

Logic _____

Comparison _____

Body Language/Trigger Words _____

Analyzing the level of risk involved

Ask yourself these vital questions

- ◆ What’s the worst thing that could happen?
- ◆ Can I tolerate “the worst thing that could happen”?
- ◆ How can I prevent it from happening – or minimize its impact?
- ◆ What is my backup plan?

Principle #2: Know Thy Significant Others

On a personal level, what is your spouse/partner’s risk tolerance level?

In a business environment, “**Know Thy Managers/Supervisors/Peers/Subordinates**”!

Get to know people better – colleagues, superiors, subordinates (even personal relationships!)

- ✓ How has that person reacted in the past? _____
- ✓ Be prepared for a different reaction than your own _____
- ✓ Give the person time to adjust to the new idea _____
- ✓ A little diplomacy never hurt _____
- ✓ Never assume! _____

Principle #3: Trust Thyself

- ✓ Listen to your intuition
- ✓ Always do the right thing
- ✓ Be completely honest

**The only real valuable
thing is intuition.**

- Albert Einstein

Principle #4: Believe in Thyself

- ◆ Once you become completely convinced, become completely convincing!

Why did this work?

I was more convinced _____

I had a positive plan _____

They provided no alternatives _____

I was persistent! _____

One of the greatest discoveries a man makes, one of his greatest surprises, is to find out he can do what he was afraid he couldn't do.

- Henry Ford

Confidence is contagious!

- ◆ When you believe in yourself, others will believe in you, too

Principle #5: Push Thyself to Action

Start with small risks

- ◆ Build your risk tolerance slowly

Don't wait until you're so frustrated or depressed that you go to extremes

- ◆ Don't become immobilized and do nothing
- ◆ Don't take foolish risks out of haste or desperation

Creating the "WOW"!

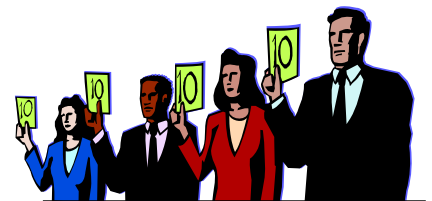
How do we create "WOW" experiences for our customers?

It's all in our attitude

It's not a question of CAN – it's a question of WILL:



W _____ ?
O _____ ?
W _____ ?





Do you want to be known as a:

“Can Do” company... or a “No Can Do” company?
“Can Do” Employee – or a “No Can Do” Employee?
“Can Do” person – or a “No Can Do” person?



Do you embrace *and convey* a philosophy of caring for your customers?

What are you willing to do, to go out of your way to do, to show your customers you care about them above all?

Victor’s Values

What are your values? What is important to you? _____

How can you relate your values to your organization’s values? _____

How do you demonstrate your (mutual) values every day? _____

How can we create more Victors by encouraging and rewarding others for demonstrating their values every day? _____



We all have the extraordinary coded within us... waiting to be released.

- Jean Houston

The 1-2-3’s of Doing More Than Appease

➤ What can I do now? _____

➤ What *else* can I do now? _____

➤ What else can I do... later (or *for* later)? _____

Brainstorming Opportunities - What Can We Do for Our Customers?

- Where have we said, “Can do,” where our initial impression was, “No can do”?
- Where have we said, “No can do” where we may have been able to say, “Can do”?
- Where do opportunities arise (maybe, all the time!) where we can say “Can do”, but we’re currently saying, “No can do”?
- What effort will I make?
- Will I use the word “but” as a trigger for positive action? How?

An Area for Improvement - Communications

Correct, intelligible, easy to follow

- ◆ Grammatically correct
- ◆ Punctuation present – not one long, run-on sentence or paragraph
- ◆ Spell-checker
 - Doesn’t catch correctly spelled words used incorrectly
- ◆ No typos



Easy to read & digest vs. intimidating

- ◆ Break long paragraphs into shorter ones
- ◆ Create bulleted lists for To Do items
- ◆ Create logically separate sections with headings for easy reference
- ◆ Add graphics for interest
- ◆ Leave plenty of white space
- ◆ Use 12-point type or larger for body text



Diplomatic vs. Harsh

Example:

Before

Non-Allowed Items

After

Items Not Safe To Transport

What can we learn from our experiences?

What BAD experience – in this industry or another - has happened to you (or someone you know)... and what can we learn and apply from it?

What GOOD experience – in this industry or another - has happened to you (or someone you know)... and what can we learn and apply from it?

What GREAT experience – in this industry or another - has happened to you (or someone you know)... and what can we learn and apply from it?

Setting & Handling Up-Front Customer Expectations

Being proactive vs. reactive

When we control what is within our power, we're more easily forgiven for what is not.

Information & Ideas from Group Exercises:

What are some of our customers' unreasonable expectations? How do we address them?

What can we reasonably expect them to ask? How do we diplomatically answer their questions?

What issues are often misunderstood/misinterpreted? How do we correct this issue?

Innovation and creativity are essential for any kind of forward progress – especially WOW progress!

When the word, " _____ " rules

What happens to your *willingness* to think creatively?

What happens to your *ability* to find alternative solutions?

What happens to your *determination* to do something about it?

Setting Customer Expectations for Our Goals & “Planting Seeds” for Future Business

Dialogue suggestions for setting customer expectations and “planting seeds”:

1. The Residential Care Center with Heart – Your Home Away From Home – Your Extended “Family”

We don’t want to be just “the place where your loved ones reside.” We want you to feel as though they are residing with “family.” The highest compliment we can receive is to be referred to someone you care about. We want you to think of us if you ever need a residential care facility again, or if you hear of someone else who could use our services. Our goal is to be the only “home away from home” you will ever need – or want – to use... and the only one you’ll refer to your friends, colleagues and loved ones.

2. Top Tier Scores on Feedback Forms/Evaluations

We at [facility name], and I personally, strive for a perfect score every time. It’s very important to us that we maintain the highest standard of service to our residents and their families. Therefore, if at any time, you feel there is something any of us could do better – in order to achieve a perfect score from you – please feel free to call me and let me know what I can do.

3. Getting testimonials

The highest compliment we can receive is to be referred to someone you care about. Is there anyone you know of who needs our services at this time?

[If yes]: Would you like us to give him/her a call to see how we can help?

[If they don’t want to give the name]: That’s OK. Please feel free to give them my name and phone number so they can call when they’re ready. In fact, may I send/give you a couple of brochures and business cards so you can give them to anyone who may need our services? Thank you for your trust and confidence in me – and in [facility name].

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W ill I

O r

W on't I?

*Care more than others think is wise
Risk more than others think is safe
Dream more than others think is practical
Expect more than others think is possible
- Author Unknown*



Don't be afraid to shine!

Action Plan

What do my customers really want or need?

How can I help create the WOW for them?

How important is this dream to me? To my customers? To my organization?

How can I put the “1-2-3’s of Doing More Than Appear” into action?

What am I willing to do to accomplish this goal? When will I do it?

From whom can I request help and support?

My first step will be to:

Anticipated Completion Date:

My second step will be to:

Anticipated Completion Date:

My third step will be to:

Anticipated Completion Date:

Thank you so much for your keynote speech at The World Bank's Latin America and the Caribbean Regional ACS 2004 Learning Forum. We received so many positive comments from staff who attended your presentation... Many people said that your enthusiasm put them in the right frame of mind for the rest of the forum because they gained a very positive perspective from what you had to say, and because of it they gained much more from the other learning sessions that they attended. Others felt that you gave them the initiative to look at their professional and personal lives in a different way in order to make opportunities for themselves. Thanks again for all that you did to make our event a success.

*- Elizabeth Percesepe-Wallace
The World Bank*

WOW place
INTERNATIONAL

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