Getting in Your Customers’ Way?
Policies, procedures or people may be driving them away

▶ Communicating with purpose
  • Intent
  • Criteria, Expectations or Needs
  • Content
  • Process—if our message is incongruent | face-to-face
    • How you look 55%
    • How you sound 38%
    • What you say 7%

▶ Policies to revisit?
  • One that is outdated or unnecessary
  • One that needs to be rephrased
  • One that could be initiated

▶ Procedures that get in your customers’ way?
  • Face-to-face
  • Telephone
  • Email
  • Website

▶ People skills of staff and leaders?

Set a bearing in line with your customers’
Policies to revisit?
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People skills of staff and leaders?
- Staff
- Leaders

https://j.mp/2UqlAA0  Expert Angle: Treating Employees as Customers—John Goodman