



2007
HR Conference

Seven Policies That Create

WOW!



ChipMadera

Radical Leadership Radical Change

Chip Madera Productions, Inc.

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A MOMENT OF _____

Definition: Any moment that a customer can make a negative or positive judgment about our products or services.

THREE SECRETS TO SERVICE EXCELLENCE

1. Understanding Our Customers
2. Defining Our _____
3. Responding With Confidence

"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."

Peter Drucker

THREE QUESTIONS

1. Who are our Customers?
2. What is the _____ of our business?
3. Who is our competition?

SEVEN POLICIES THAT CREATE "WOW" FOR OUR CUSTOMERS AND OUR EMPLOYEES!

POLICY #1: The "This is my job – I'm a Professional" Policy

- See yourself as a " _____ "
- Listen to the problem
- Empathize
- Ask what you can do to make the customer happy
- _____ what you promise
- Follow up

POLICY #2: No _____ Policy

Setting Performance Standards and Measuring Success

- Set standards that will not compromise the delivery of world class service
- Standards for the “_____” AND the “_____”
- “_____’s” get “_____’s”

POLICY #3: _____ - Even when I don't feel like it policy

- Happy people create BIGGER Wow's!
- A smile serves fifty feet away
- Smiling gives customers confidence in your solutions

Exercise – Let's take the Attitude/Skill test. Turn to your neighbor and smile! Your neighbor will give you a thumbs up to let you know your smile passed the test.

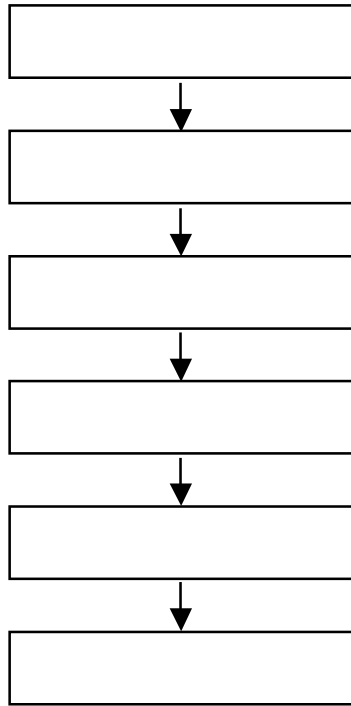
**POLICY #4: Take Responsibility for the Customer's/Employee's
_____ Policy**

Four Ways We Respond to Criticism

1. Denial
2. Admittance/Defense
3. _____
4. Excellence

"There is only one boss.
The Customer. And he can
fire everybody in the
company from the
chairman on down, simply
by spending his money
somewhere else."

Sam Walton



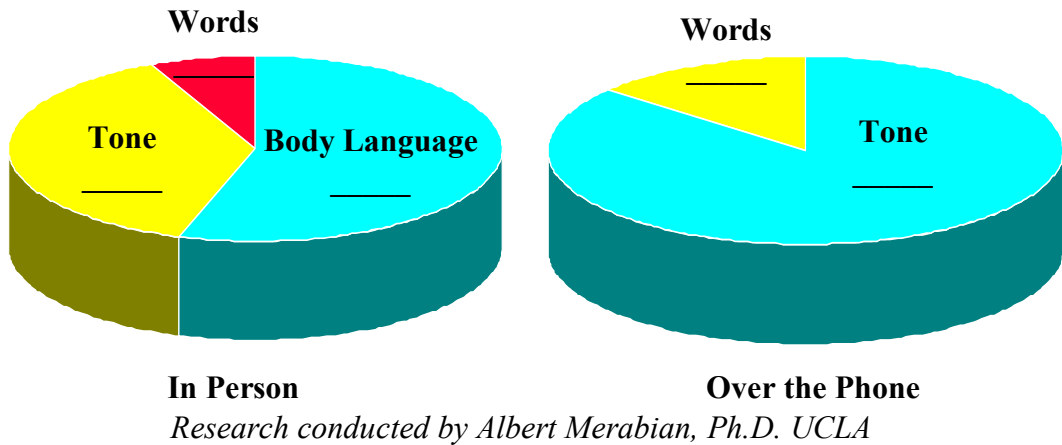
We Have Three Choices

- 1. We can be indifferent to customers/employees
- 2. We can let the customer/employee upset us
- 3. We can use each contact as an opportunity to build our image and our organization's image

POLICY #5: _____ Touchy People Policy

POLICY #6: Respond to Every Customer Concern with Confidence Policy

Others interpret our messages in person and over the phone in the following ways:



- Be specific
- Match nonverbal behavior to words (S.O.F.T.E.N.)

S
O
F
T
E
N

"Treat every customer as if they sign your paycheck – because they do."
- Author Unknown

- Keep emotional level appropriate (Mono-Level)
- Stick to the point
- Always say “ ____ ” until you have to say “ ____ ”

POLICY #7: Always _____ the Customer Policy

KEYNOTES/SEMINARS

RADICAL LEADERSHIP, RADICAL CHANGE - Great organizations never settle for status quo. Leaders at the top of soaring companies consistently raise the bar of performance and insist on higher levels of excellence and productivity. Your leadership team is well trained and equipped to handle the challenges of the present, but will they be as equally prepared to handle the rising expectations of tomorrow? What's it going to take to get employees to ratchet up their performance to the next level? It's going to take RADICAL measures! It's going to take RADICAL Leadership. RADICAL Leadership is not a new concept. It's just a new perspective for looking at what kind of leadership truly excites people to follow. RADICAL Leaders possess four demonstrative qualities. These attributes will regenerate your workforce and create the highest level of engagement you've ever seen, guaranteed! This hierarchy of qualities, when consistently demonstrated, crafts the kind of environment where hardworking, dedicated workers can and will take their performance to new heights. If you belong to a cutting edge organization that expects everyone to take it up a notch during this budget year—this session is a must!

A PASSION TO SERVE - Customer satisfaction continues to be the #1 driving force behind all business success. Organizations that focus on meeting and exceeding customer/patient expectations continue to remain competitive and continuously improve customer satisfaction. This session was developed to help your staff or associations membership identify and establish the critical employee behaviors that will secure customer loyalty and eliminate customer complaints. If you are experiencing decreased customer satisfaction or having difficulty reaching your fiscal objectives, you'll want your staff to hear what Chip has to say about how to provide World-Class Service.

MAKING CHANGE YOUR FRIEND - One of the things that are constant in today's world of business is change! Successful organization not only learn how to flex and adapt but to embrace change as a welcomed friend. Your leadership team will be challenged to ponder your organization's #1 competitive question: How well do we embrace change? Participants will be inspired to press on toward the future with confidence and courage as they discover strategies for fostering change, overcoming objections and leading with confidence.

BUILDING TEAMS: STRATEGIES FOR BUILDING POSITIVE RELATIONSHIPS - One of Chip's most requested seminars! People are complex. William James said, "Whenever 2 people meet, there are really 6 people present. There is each man as he sees himself, each man as the other person sees them, and each man as he REALLY is." No wonder it is so difficult to negotiate the dynamics of human relationships. During this session Chip will give you tons of practical strategies to help you build bridges of understanding and acceptance within your personal and professional lives. Each participant will complete a Personality Plus Profile that will help them explore their team's core strengths, motivators and communication styles. Then uncover new approaches to connecting with teammates and customers.

EMPLOYEE PERFORMANCE: GETTING IT, KEEPING IT, AND MAXIMIZING IT! - There is no substitute for excellence in leadership. Organizations rise and fall during today's turbulent times because of those who stand at the helm. Leadership is not a title on the door or a position. Leadership is determined by the amount of influence others are willing to give others. During this session, Chip will share the five levels of leadership, how to lead people to higher levels, the three keys to increasing employee motivation and performance and fundamental strategies for building deeper relationship of influence in the lives of others.

THE ANATOMY OF A COMMUNICATOR - During this seminar Chip will inspire you to consider the roles that the following body parts play in our communication skills; The brain, ears, mouth, heart, body, and the funny bone. Your organization will greatly benefit from this light-hearted, yet practical look at many of life's most significant skills.

WHAT EVERY LEADER NEEDS TO KNOW ABOUT PEOPLE - The number one question Chip hears from business managers is "What do I do to motivate people and get more out of them?" During this seminar Chip answers this question by showing leaders nine (9) essentials that they must know about people if they are going to see higher levels of motivation and productivity. He'll also show you strategies to take that knowledge and put it into action to attain greater results through your people.

OTHER DYNAMIC SESSIONS

- Living Life in the R.A.T R.A.C.E. - Strategies for thriving in a chaotic world
- How to Turn Thumb Sucking Losers Into Hard Working Winners!
- How to Stress Less and Enjoy Your Job MORE!
- The Ten Secrets to Becoming a Dynamic Leader: A two-day course for New Managers and Supervisors
- *And several others!*



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Chip's ENTIRE CD Library

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Making Change Your Friend – “Live” Audio CD - 80 minutes

One of the things that is constant in today's world of business is change! Successful professionals not only learn how to flex and adapt but to embrace change as a welcomed friend. You'll be challenged to ponder your #1 competitive question: How well do I embrace change? A must for all those reaching towards their higher potential.

CHARTING YOUR COURSE:

What Every Leader Needs to Know About People “Live” Audio CD – 45 minutes

The number one question Chip hears from business managers is "What do I do to motivate people and get more out of them?" This audio program shares the nine (9) essentials that leaders must know about people if they are going to create higher levels of motivation and productivity.



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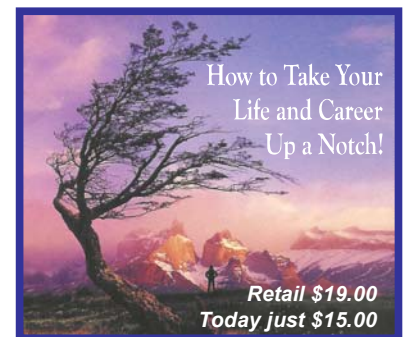
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Today just \$15.00

EMPLOYEE PERFORMANCE: Getting it, Keeping it & Maximizing it “Live” Audio CD - 80 minutes

How many times have you heard leaders say, "People are our number one asset?" This session helps leaders understand that developing others is the #1 priority to maximizing employee potential and performance. Leaders will explore two strategic plans (ERP™ and EMP™) that will help you do more with less and take your staff's potential to the next level during the coming budget year.

How to Take Your Life and Career Up a Notch! 60:00 Minutes “Live”

During this “live” presentation, Chip will help you redefine your worth and value, redesign your future and realign your lifestyle so that you can take your life and career to a new level. This audio journey will take you on the greatest exploration of all - the discovery of your inner greatness. Chip will tell you about his journey to entrepreneurship and how his life and work are filled with passion, purpose and the daily exploration of his potential.



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