CUSTOMER SERVICE | PROFESSIONAL DEVELOPMENT

Service and You

Linda shares the elements in experiencing and delivering a positive service experience.

by **Linda Yates**

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Have you ever thought about all of the components in going out for dinner? There are many factors that affect the dining experience. The same could be said of going on a vacation or buying a piece of furniture or buying a car. You may be wondering what common thread could be intertwined with all these different scenarios.

The answer is service.

Now before you tell yourself "I have heard this before", let me share with you some of my perspective on the service experience. First off, you have "heard this before"! Most of you started hearing about service and experiencing it at a very early age, and if so, you are one of the lucky and highly blessed humans to be walking the face of the earth. There is a difference between "hearing" and experiencing. In the next few articles I am going to share with you the elements in experiencing and delivering a positive service experience.

There needs to be more service in the world. We have become a society of rushing to this and hurrying to that; the sense of connecting to the individual is in my opinion a dying art. Many individuals, myself included, never "stop and smell the roses"; in fact many times we don't even see the "roses".

The overall message of these upcoming articles is that everyone can contribute positively or negatively to each

service experience, whether you are on the giving or receiving end.

The principals that we will cover are universal. They can be applied in all professional settings and industries and their impact can be felt in your individual lives. Service is not just about your companies Customer Service Department. Service can affect employee moral, it can impact that multi-million business deal and bend the scales to your favor in getting hired to the company of your dreams.

Our society is very self centered and celebrates rudeness. But if we stop and notice our behavior and how we treat others and their responses to our actions we can turn a negative experience in to a positive one.

The "Golden Rule" is truly a timeless principal and if exercised religiously can be the cause and effect of true fulfillment and potential financial freedom.

We will cover, through case studies and stories, the impact positive service experience can create and the lasting affects. We will walk through the process of teaching service to others you may have leadership responsibilities for. We will analyze the power of internal and external morale factors and its effect on the service experience. We will provide tips on how to turn a service experience around; when it's going south and you need to turn it to the North. These are just a few of the topics we will explore in the next few months.

I look forward to taking this journey with you.

Linda Yates has more than 20 years of experience in sales, customer service, marketing, business development and fund raising. She has spoken on topics such as leadership, customer service, personal development and growth, business marketing and communication. She has written for national publications on marketing strategy planning and development and has been a highly sought after asset for a variety of businesses and organizations.

She currently leads the exciting and diverse real estate training experiences on behalf of an industry leading organization. From online seminars to workshops to boot camps, she implements the educational programs that help investors and first-time homebuyers thrive in today's real estate market. With extensive project planning, public speaking and educational training experience, Linda distills complex issues into easy-to-understand messages that help individuals from all walks of life achieve their real estate goals.

Prior to working in the real estate industry, Linda executed motivation and training programs to thousands of individuals from several Fortune 500 companies on their internal processes and strategic initiatives throughout North America.

She is no stranger to the world of technology where she advised middle market companies on leveraging their existing business systems and to how maximize their customer relationships through technology.

Linda's expertise is being a conduit to facilitate growth from a personal or business setting. She believes that if you "talk" about it, you better be willing to "walk the talk".

To learn more or to contact Linda directly, e-mail her at lhyates@excite.com