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Perspective and Customer Service

What we perceives becomes our reality. The objective then is to control our perception.

by **Linda Yates**

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Last weekend my daughter, husband and I were discussing customer service. My daughter and husband were sharing experiences from their work days of how the customers they were dealing with would ask obvious questions or demand unreasonable requests. My daughter quipped that she had an idea for a comedic handbook on delivering customer service.

I found all of this conversation interesting because I too have been in the business for over 25 years delivering customer service and have written numerous articles about the elements of great customer service.

> **What I found most interesting in this conversation was we each had different perspectives. When we are delivering customer service it really doesn't matter what the giver perceives rather what the receiver interprets.**

The more we can put ourselves in the mindset or shoes of those we are trying to serve the more effective we will be. How do we get ourselves in the right mindset? We may find some days it's easier than others. One of the best ways to keep our minds in a positive state is to look for the good in the person we are trying to serve. If we have the assumption that this next customer is going to be a challenge, then guess what? They will end up that way.

Also trying to remember that though this may be the 50th person today you have told the same information to, this is the first time *this* individual has heard it today. There is an art to staying engaged and pleasant. I find that when I'm taking care of myself, with enough rest, hydration, nutrition and exercise I'm on my game and the game is a positive experience.

For some individuals, keeping your cool or not becoming sensitive may be a challenge. The old saying of counting to ten in your head really works. The more we can keep our perspective as the perspective of those we are trying to serve the more successful we will be.

Giving service is something we all do in a variety of ways. On the flip side we are all recipients of service. There have been times when I have been frustrated with the service I am receiving. The more I communicate my position and try to put myself in the position of the individual giving me service the easier I have been able to let go of the frustration and move forward with have experiencing a positive outcome.

What we perceives becomes our reality. The objective then is to control our perception.

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 home buyers 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".

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