



A Guide for Leaders:

The Simple Truths of Service **by Ken Blanchard & Barbara Glanz**

Includes printable worksheet for meeting participants

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Every one of you can make a difference and create meaningful memories for your customers that will motivate them to come back.
How?

Prior to your meeting, provide a copy of *The Simple Truths of Service* to each meeting participant, and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

Ask these thought-provoking questions prior to watching the movie:

- Who are our customers and are they talking about us?
- What is our company's vision about service?
- In what ways do we make our customers feel special?
- How can we create memories to motivate our customers to come back?
- When was the last time a customer called you to let you know of the great service/product they received from us?
- **Watch *The Simple Truths of Service* movie (3m:27s)**

Questions continued on next page...

Movie Discussion Questions

- Have we labeled ourselves as “just baggers”?
- What can you do to make your piece of the puzzle stand out?

We must work as a team. Brainstorm on how to bring uniqueness to each department.

Making Our Customers Feel Special:

How can we create special memories (elements of surprise), while having fun doing it? It's important that our customers feel wanted. Think of all departments, i.e., customer service, shipping, sales, even accounting.

What can we do to **stand out** from our competitors?

How can we make our product and/or service memorable?

Questions continued on next page...

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Making a Difference:

When we provide our service and/or product, how are we putting our personal signature on the job?

How can we make the “Johnny” impression with each order, service call, etc.?

Thinking “Outside of the Box”:

Each impression we leave with our customers is crucial. We need to have innovative products, superb customer service, and a unique way of thinking. Share ideas that might spark new and creative ways to turn our customers into raving fans!

Service from the Heart:

It's easy to tell when we “like” our job. Attitudes are very contagious...

What vibes are we giving our customers?

Do they feel valued, irreplaceable?

Questions continued on next page...

Value-Building Suggestions Provided to You by

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Do we make them feel valued? How?

Do we respect our relationship?

Are we giving 100% of our attention and time?

Are we **listening**?

How will you be a “Johnny” today?

Great customer service should not be difficult for us. We have all been customers—on the receiving end—and know what it’s like to experience exceptional service. Let’s aim for that!

It’s time to get creative about customer service!

**The only thing our competition can’t take away from us
is the relationship we have with our customers.**