

CORPORATE COACH



Q&A

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BECOMING PEOPLE MANAGERS

Q: Good customer service is our top priority. We have set a strong reward (and punishment) system to get our people to provide good customer service. However we are still far from achieving this goal as the amount of complaints we receive daily reaffirms that nothing has yet succeeded to make our people more customer centered.

There are so many complaints of them scolding customers and not inching a little to accommodate their needs that make it appear that this is a sort of 'culture' here. What is really missing? What do I need to do? - **Over The Top**

A: If a good reward and punishment system cannot do the job then it is probably the way you are managing the people. There is this axiom 'What Goes Around Comes Around' that may be coming true for you.

You need to examine deeply and honestly how you are treating your people. Knowing this may help you look in the right places for a solution.

For instance, if they perceive themselves just as employees who are paid to do a good job, then it is likely the working atmosphere is 'cold' there.

So what else can it be but 'just get the tasks done', that's it! However, if you treat them like customers, then there will be a lot of 'give and take' and understanding for one another. Implementation of a strong 'customer is our top priority' culture becomes much easier.

The Bottom Line: How a person is treated is usually passed on to how they in turn treat others. Thus, the most important thing for you is to gear your leadership practices towards the vision of 'My People First, and Our Customers Second' and not the other way round.

COACHING FOR CUSTOMER SERVICE

When you do this, it will naturally make you practice what is called 'servant leadership', which boils down to serving their needs. Just like doing it for external customers, you will get close to them and listen to them to know their concerns and motivations.

You need not be afraid of exploitation by your people as most people are reasonable. Instead, they will reciprocate with 'you scratch my back and I scratch yours'!

Powerful Questions: How aligned is your philosophy towards your people and that of your customers? How can you make them one of the same? What is the key benefit when you do this? What will be an area you want to start off first?

MAKE WINNING PRESENTATIONS

Q: Giving presentations have never been my 'cup of tea' all along. Neither was I bothered with people's negative opinions on my presentation. That was why I did not make any attempt to improve it.

However, it is a different story now as I am earning a living as a trainer and whether I like it or not, doing presentations are needed for pitching business.

The sad thing is my success rate is low. I am curious to know what goes in the mind of the selection committee, what they are looking for and of course, how to increase my success rate when making presentations. - **Phobia**

A: I guess it all boils down to your outlook on giving presentation. Somehow your body language will give way to whether you are passionate about what you are saying and not saying.

If yours is about doing it out of no choice and you don't like doing it, you will give out a lot of negative signals to the selection committee. Don't ask me how, but the audience can tell when someone is doing with passion or drudgery. Most people can read body language.

The Bottom Line: Once you get this outlook 'fixed', then you can address the skill part of making presentations. One area is to always highlight the value you can give your clients, as everyone is looking at value for money these days.

The other one is the way to position your products and services. There is a strong chance that many presenters will be doing the same things. If yours can be well differentiated, then you will successfully steer yourself away from the 'crowd'.

Additionally, demonstrate your mastery in doing the job well. This can come in many forms, like the way you answer their questions that allow them to get a 'sneak preview' of your products and services.

Lastly, it is the 'likeability factor' which is about how much you can make them like you that can be demonstrated by the way you engage with them, your friendliness, humility, and your authenticity, etc. during the time you are with them.

Powerful Questions: What is your current outlook about making presentations? How is this helping others to see the 'shine' in you? What do you want them to feel? What will you want to do now?

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