



ADDventures



May 2011

"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

Identify with excellence, put your name on your work, and both your work and your name will stand the test of time. ~Dr. Denis Waitley

A culture of accountability makes a good organization great and a great organization unstoppable.

~Henry J. Evans



May ADD STAFFers of the month:

Congratulations for jobs well done.

Kristy D.

Ed L.

Joelle B.

Yolanda J.

Erica M.

Tiffany D.

Bertie R.

Barbara P.

Ron R.

Diane C.

What are you doing to earn your customer's *loyalty*? *Loyalty begins after* a product or service has been delivered. At this point, the customer begins to judge your value (based on their perception), your quality (based on their perception), and your service (based on their perception). And they begin to judge how they feel about you—based on their perception. Their perception is your reality.

Great service can be *provided*, but loyalty has to be *earned*—with friendliness, responsiveness, fair value, and the good feeling they get interacting with you.

To get a clue, look at the businesses or people that you are loyal to. Why are you loyal to them? Each has *earned* your loyalty. Figure out what they do, and do the same.

The Little Red Book of Sales Answers

The very best way to ensure that people will continue doing what you want is to give them recognition when they do it. This is especially true when it comes to practicing values.

~Bud Bilanich

Memorial Day is observed in the United States, the last Monday in May. It is a legal holiday and is observed in memory of those who died while serving the United States in war. The graves of the war heroes are decorated with flowers. It was first observed in 1866.

ADD STAFF will be closed on Monday, May 30, 2011 in honor of Memorial Day.

What is once in a minute, twice in a moment and never in a thousand years?

Answer to April Brain Teaser: A towel.

719-528-8888

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