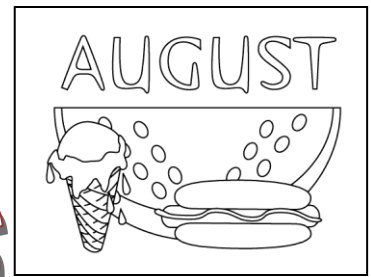




ADDventures



August 2011

How easy is it to do business with you? Are all your customers on the same schedule as you? How easy is it to get help at your company? Get an answer? Resolve a problem? The answer is—you probably don't know, because you have never tried. I recommend that you try being your own customer once a month. After all, if you don't know what the customer experiences, how can you understand them when they need help, have a problem or want to order?

Try this: Count how many times you get passed around; referred to a voice mail, told what can't be done, or get an unfriendly or unhelpful person. How does it feel? Or try this: Select the five worst problems your customers face, and live them. ~Customer Satisfaction

August ADD STAFFers of the month:

Congratulations for jobs well done.

- Rex L.
- Kirk V.
- Dennis T.
- Joy S.
- Gina M.
- Ben M.
- Derrick R.
- Dave D.
- Les B.
- Amanda R.



There's a bistro near my house where I buy coffee. The woman there lit up my life each morning for a moment or two—rain or snow, gloomy or sunny. She appeared to enjoy her job, and she brought along a good attitude—day in, day out. Her solidness and spirit were a tonic.

Message to you as a boss or owner: Settle for nothing less than such folks. The workplace to a great extent is where we live. We would benefit mightily—including on the the P&L—if we insisted on, in 100% of positions: *Pleasant, Caring, Engaged*. Put it in the hiring practices manual. Put it in every evaluation and promotion decision.

~The Little BIG Things

Tough love: Always remember that you are an expense item to your company, and if you don't make yourself worth more than you cost, then you are an expense they simply can't afford.

~It's Called Work for a Reason!



ADD STAFF, Inc. will be closed on Monday September 5, 2011 in honor of Labor Day.

Show your client what you have done.

Don't expect the client to see how hard you have worked, how much you have caredd, and how well you've performed. So often, the client is the last to know. Make sure the client knows!

~Selling the Invisible

What has no beginning, end or middle and touches every continent?

Answer to July Brain Teaser: A sponge

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