



# ADDventures



November 2011

A well-known company has a knack for boosting the number of ‘satisfied’ customers: When the company performs a service competently, a majority of customers report that they are satisfied. But the company found it could increase that percentage a remarkable 40% by adding one tiny step: Within three (3) days after the service, a rep calls the customer and asks one (1) question: **“How are you doing?”**

The customers who received that call expressed significantly more satisfaction about the service when surveyed later.

### One call—and one dramatic impact.

It takes so little effort that you might well ask, “Why doesn’t every service company call back within a few days?”

Indeed. All it takes is asking: **“How are you doing?”**

*The Invisible Touch*

**ADD STAFF, Inc. will be closed on Thursday, November 24<sup>th</sup> in observance of Thanksgiving Day and Friday, November 25<sup>th</sup>, pay checks may be picked up any time after 12:00 pm on Wednesday, November 23<sup>rd</sup>.**

**Direct deposits will be processed on and checks will be dated for Friday, November 25<sup>th</sup>.**

Sherlock Holmes stated. “It is a capital offense to theorize before one has data.” Here are some ‘questioning’ strategies:

- Ask the probable purchaser questions that make him evaluate new info.
- Ask questions that qualify needs.
- Ask questions about company or personal goals
- Ask questions to separate you from competitors—not compare you to them.
- Ask questions that make the customer think before giving a response
- Ask questions to create a ‘buying’ atmosphere—not a ‘selling’ one.
- A critical strategy: To enhance your listening skills, write down answers.
- The ultimate challenge: Get a probable buyer to say, “No one ever asked me that before.”

~ *The Little Platinum Book of Cha Ching*

When people continually mess up certain jobs, many leaders give up and reassign those tasks to someone they can trust. Pretty soon, one or two trustworthy (and overloaded) people are doing all the work – while everyone else is coasting. Don't let that happen on your team!

Insist that all of your people meet all expectations for all facets of their jobs. Coach, advise, and teach – but hold people accountable and responsible for doing their jobs. Keep the workload fair and evenly assigned.

Lead well ... LEAD RIGHT

**November  
ADD STAFFERS  
of the month:**

**Congratulations for  
jobs well done.**

**Lindsay A.  
Sheena H.  
Solomon A.  
Linda G.  
Aniela W.  
Doug P.  
Tara P.  
Amy H.  
Thomas A.  
Christy C.**

I have forests, but no trees.  
I have lakes, but no water.  
I have roads, but no cars.  
What am I?



Answer to October Brain Teaser: A Stamp

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[www.addstaffinc.com](http://www.addstaffinc.com)