No, The Customer Isn’t Always Right

Presenter: Andrew Sanderbeck
Foundation of Learning

- Share your experiences. They provide valuable insight.

- If you are doing something that gets the results you want, keep doing it.

- Take the information you learn here and put it into your own style.
Almost every successful person begins with two beliefs: the future can be better than the present, and I have the power to make it so.
YOU CAN HAVE EVERYTHING IN LIFE YOU WANT, IF YOU WILL JUST HELP ENOUGH OTHER PEOPLE GET WHAT THEY WANT.

~ZIG ZIGLAR

Ziglar.com
Goals and Objectives

- How To Determine if a Customer is Worth Keeping
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- How To Determine if a Customer is Worth Keeping
- When to Fire a Customer
Goals and Objectives

- How To Determine if a Customer is Worth Keeping
- When to Fire a Customer
- How to Focus on Attracting the “Right” Customers
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- How To Determine if a Customer is Worth Keeping
- When to Fire a Customer
- How to Focus on Attracting the “Right” Customers
- Best Practices of Employee First Companies
Answer in Chat

Does your organization believe “The Customer is Always Right”? Why or Why Not?
THE CUSTOMER IS ALWAYS RIGHT?

WRONG.
Stuck, frustrated, discouraged?
Ask a BETTER question
Is this a customer worth keeping?

you’re definitely a KEEPER
How To Determine if a Customer is Worth Keeping
Does Your Organization Have a Customer Code of Conduct?

You must be at least 8 years old to be by yourself in the library.

(children under 8 must have someone at least 16 years old to supervise them)

HOW TO ENJOY BEXLEY PUBLIC LIBRARY
HOW TO ENJOY BEXLEY PUBLIC LIBRARY

Be kind to one another.
Please use polite language and respectful behavior with both staff and other patrons.

Bring your children to the library and keep them with you.
Parents or caregivers are expected to monitor and control the behavior of their young children.

Use your cell phone, but not your ringtone.
Please turn your phone to vibrate and keep conversations short and at a reasonable volume so as not to disturb others.

Use the Internet appropriately.
While using the Internet, make sure your research remains within the bounds of what is legal and appropriate for viewing in a public area. You must read the Internet Use Policy before using a library computer. Library computers may not be used for any unlawful purposes, and unauthorized copying of copyright-protected materials and online gambling are prohibited.

Enjoy our facilities.
The collections, study areas, and restrooms are here for you to use. Please remember that all of these are shared spaces. Make sure that however you choose to enjoy the library, you are respectful of others and of library property.

Feel free to enjoy your beverage in a covered container.
While we prefer that you not eat in the library, small snacks are permitted everywhere but at our computers. Wrappers, crumbs, and other debris must be cleaned up before you leave.

Dress appropriately.
Please dress appropriately and include a shirt and shoes with your outfit.
Love your pets, but don't bring them to the library.
Licensed service animals are the only animals permitted in the building. Please do not leave your pet unattended on library property.

Listen and learn at a reasonable volume.
Conversations or activities should not disturb other patrons or library staff. If you are using a radio, MP3 player, or other personal listening equipment, please use headphones and keep the volume at a level that cannot be heard by others.

Share furniture and equipment appropriately.
Please do not monopolize or obstruct space, seating, tables or equipment to the exclusion of others. The library also reserves the right to limit the number of people who may sit together at a table if the group is disturbing others. There is a limit of one person per chair.

Keep your belongings with you.
Do not leave personal belongings unattended. Staff may move belongings which have been left unattended. Staff cannot be responsible for watching your items for you.

Lock your bikes, skateboards, or scooters outside.
Ride your bike, skateboard, or scooter to the library, then lock it outside. We are not responsible for stolen items and do not have space for storing bicycles, skateboards or scooters inside. For the safety of others and of our property, patrons may not skateboard, roller blade or roller skate on library property, including the parking lot.

Check out library materials.
The library reserves the right to inspect all bags, purses, briefcases, packs, etc. for library material that has not been checked out.

Ask for assistance.
Tell a staff member if you have a concern about the building, the parking lot, or another patron. Please allow library staff to address these situations. We will do our best to come to a quick resolution.

Petition outside.
Petition (for voting, ballot issues, etc.) only outside of the library. Petitioners may not enter the library proper, block building entrances or exits, interfere with library patrons & use of the library, or otherwise impede access.
The following activities are prohibited on library property:

- The possession of a firearm or weapon
- The possession, consumption, or sale of illegal substances or alcohol
- The use of tobacco products or electronic substitutes
- Fighting, hitting, or physical or verbal abuse
- Harassment
- Gambling, buying, selling, or soliciting for personal or commercial gain
- Any illegal activity
- Persons who are under the influence of alcohol or an illegal substance will be asked to leave immediately.
- Please note this list is not exhaustive.

Respect the library and respect each other.
In the case of serious or repeated violations of the Patron Code of Conduct, patrons will have their library privileges revoked or restricted by the Library Director or her designee.

Thank you for helping to keep Bexley Public Library a safe and pleasant place for our community.
Why is this important?

A Code of Conduct sets the standards for behaviors in the library.

You get more of what you tolerate.

Consistency in delivery / enforcement of the Code of Conduct is important.

How it is enforced is important too.
How Do You Do That?

PLAN
DO
CHECK
ADJUST
When to Fire a Customer
What’s Your Viewpoint?
Everybody’s Different
Why is this important?

Customers need to know that certain behaviors have consequences

Employees need to know that their workplace is safe

Customers need to know that their library is a safe place

We must overcome the fear of losing customers
How Do You Do That?

Clear communication doesn’t happen by chance.

REVIEW POLICIES!
Have You Ever....

RolePlay

WHAT HAPPENED
How to Focus on Attracting the “Right” Customers for Your Library

“If people believe they share values with a company, they will stay loyal to the brand.”

-Howard Schultz
So....

Who is Your Ideal Customer?

Define Your Ideal Client, Not Your Target Market

Patrick McFadden
Some Questions to Consider

<table>
<thead>
<tr>
<th>Question</th>
<th>Question</th>
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<tbody>
<tr>
<td>Where do they hang out?</td>
<td>What is their preferred form of communication?</td>
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<tr>
<td>Where do they get their information?</td>
<td>What phrases and exact language do they use?</td>
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<tr>
<td>What are their challenges &amp; frustrations?</td>
<td>What is their budget?</td>
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<td>What are their goals &amp; priorities right now?</td>
<td>What does a day in their life look like?</td>
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<tr>
<td>What brands do they like?</td>
<td>What makes them happy?</td>
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Remember the wisdom of Simon Sinek

People don't buy what you do; they buy why you do it and what you do simply proves what you believe.

Simon Sinek
Why is this important?

To attract your ideal customers, you have to know who they are.

You then must ask them about their needs, wants and challenges to keep them coming back.
What to Do

Communicate Your Library “Why”

Get Clear on Your Messaging

Make Sure that Everyone is Sharing the Same Messages

Believe BEFORE You See the Results
Best Practices of Employee First Companies

“We built the Starbucks brand first with our people, not with consumers. Because we believed the best way to meet and exceed the expectations of our customers was to hire and train great people, we invested in employees.”

Howard Schultz
Starbucks chairman & visionary
And this is why...

Employees first, customers second, and shareholders third

You will not make your customers happy if your employees are not happy and you will not make the shareholders happy if your customers are not happy.

A study by Harvard Business School found that companies that focus more on employees, show four times the growth rate and eight times the employment growth of those companies that only focused on increasing the wealth of their shareholders.
Invest in Employee Development
Encourage employees to focus on the greater purpose in their work.

Staff members created poster stories to highlight the positive impact of their work.
Employees Have Input in Decisions
Collaborative vs Authoritarian Culture
Align to Values/Purpose
What is one thing you learned today that you can immediately use?

Yes

No
Thanks for Attending
Thank You For Attending This Program!

Questions? Workshop Information?
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