

Welcome To
You
Are The Difference



Empowering And Leading A First Class Service Culture

Alf Dunbar



The Autograph Game

Wearing Black

Been To Spain

Has A Car

Drank Tea Today

Some Of The Organisations Who Have Experienced The Y.A.T.D. Programme

Thorntons

Scotmid

Calvin Klein

Smyths Toys

Nespresso

Vera Moda

TESCO

McDonald's

Nissan

CTM Travel

Harry Corry

Centra Stores

Morrisons

COS

H&M

Marks & Spencer

Joules

Meagher's Pharmacy

Grafton Merchandising

Regatta

Boss

Total Health

Levis

Hickey Pharmacy

ASDA

Whittington Hospital

Londis

Royal Marsden Hospital

Monsoon

Indepharm Pharmacy

Great Ormond St. Hospital

Body Shop

Bestseller

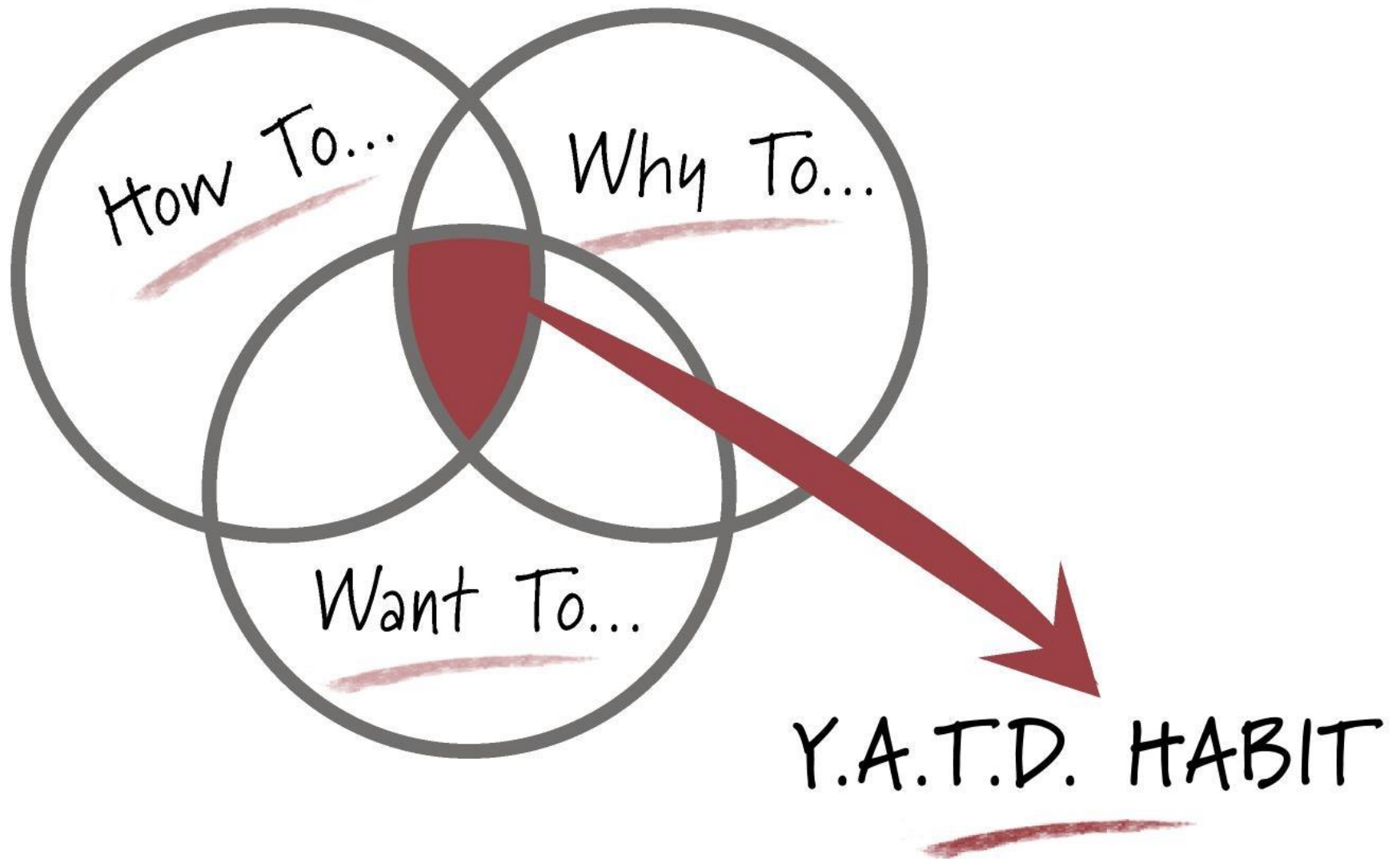
Birmingham Community N.H.S.

Skechers

Sports Direct

- ✓ Developed on Shop Floor
- ✓ Impacts on How People Think
About Service They Give
- ✓ Creates a Positive Buzz
- ✓ Helps Create New Skills
And Builds Confidence
- ✓ Produces Positive Results

Y.A.T.D. Principals And Behaviours



Purpose Of Session

To Introduce You To The
You Are The Difference
Coaching Programme And To Provide You
With Some Simple Tools To Help You
Empower And Lead A First Class
Service Culture

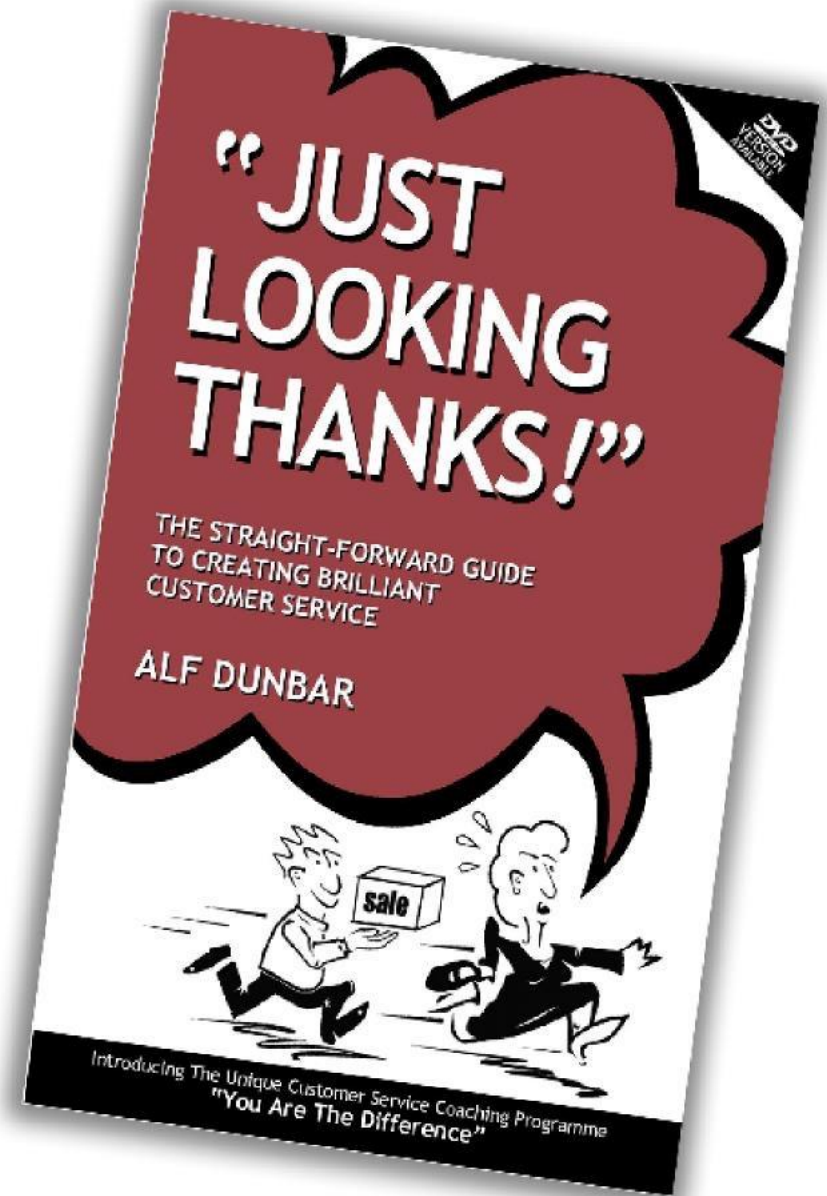
Fact

The Level Of The Y.A.T.D.
Programme And The Customer Service
In Any Store Is Directly Related
To The Engagement And Commitment
Shown And Delivered By The Manager.

Quote

The Team Will
Always Follow
The Managers Lead!

The Y.A.T.D. Book As A Free Download



Y.A.T.D.? It's Like An Iceberg

A hand-drawn diagram of an iceberg. The top part, above a red horizontal line representing the water surface, is a small, jagged white shape with the text "Friendly Relaxed Service". The bottom part, below the red line, is a much larger, jagged white shape with the text "Customer Service Behaviour Techniques and Skills". The background is a greyish-blue wash with two faint, smiling faces. The entire diagram is outlined in black.

Friendly
Relaxed Service

Customer Service
Behaviour
Techniques and Skills

Quote

If We Keep Doing
The Same Thing...

We Will Get The
Same Results!

Think Outside The Box!!!



Creating A Positive
Learning Environment
For People To
Grow And Develop

Learning And Development Is
Not An Automatic Process...
People Need Support.

We Can Plant The Seed,
But For It To Grow,
Conditions Need To Be Right!

W. I. I. F. M.



What's In It
For Me?

'People Who Feel Good
About Themselves
Produce Good Results
And

People Who Produce Good Results
Feel Good About Themselves'

As An Organisation..
Your Culture Is
Providing The Results
You Are Getting!

The Results Pyramid



Organisational Culture

Beliefs

Actions

Results

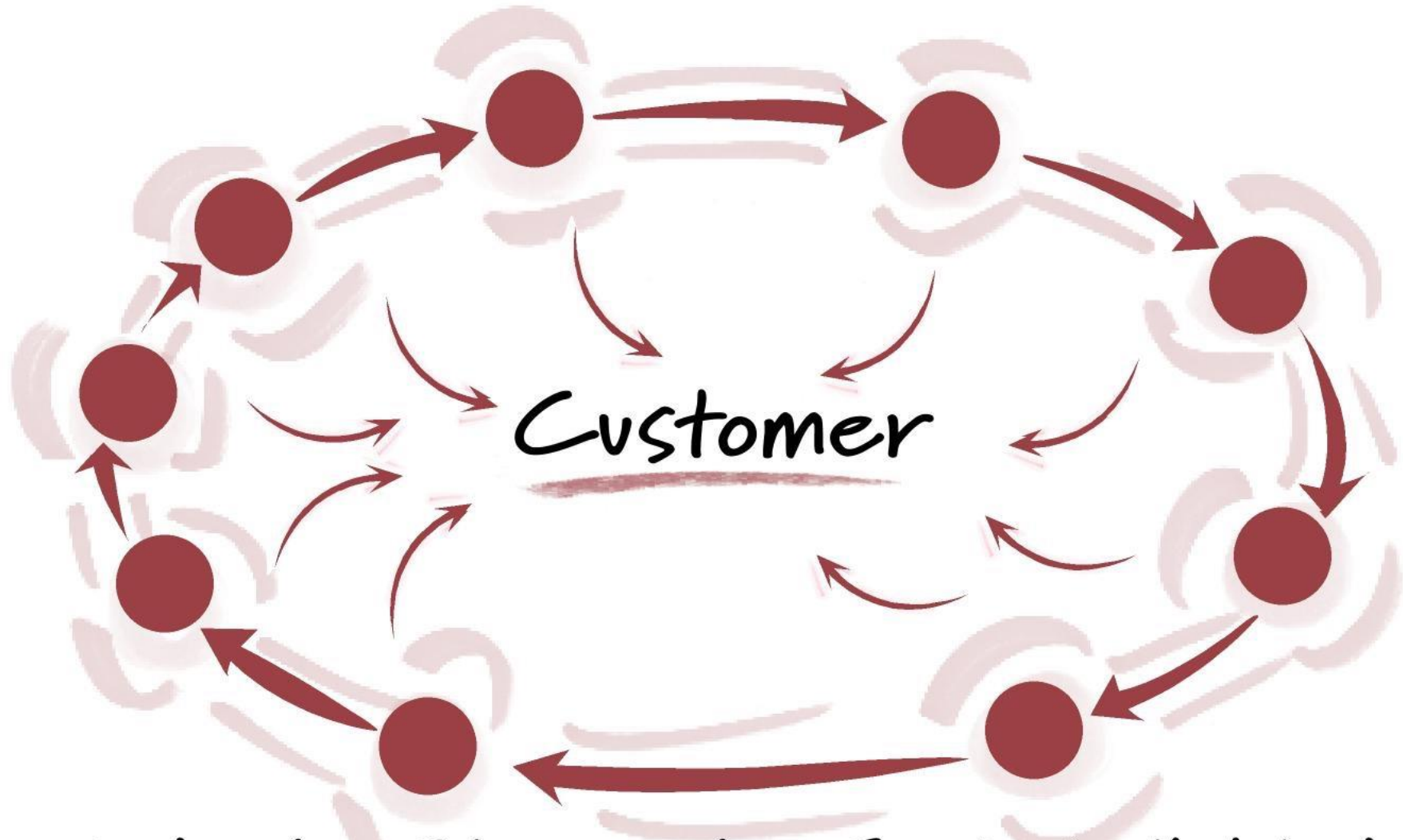


It's That Simple

And It Happens Every Minute

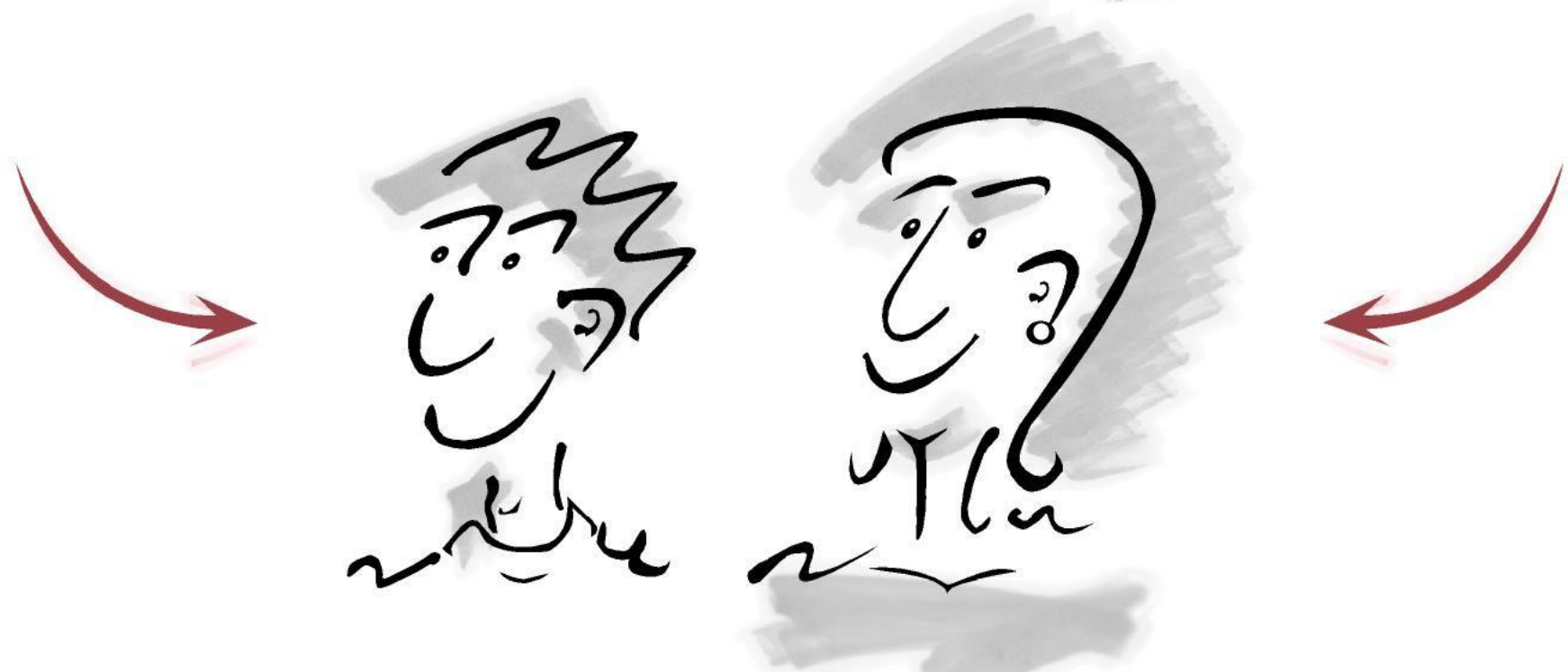
Of Every Day

The Customer Service Chain



It's Only As Strong As Each Individual Link

People Buy People First



The Product Second

Quote

A Customer May
Not Remember What They Bought
Or What It Cost... But They Usually
Remember How They Were
Made To Feel!

Why Do Customers Defect?

- 14% Not Happy With Products
- 9% Go To Competitor
- 5% Seek An Alternative
- 3% Move Away
- 1% Die
- 68% By The Way They Are Treated



What Is
Customer Service?

What Is Customer Service?



Treating Others As You Would Like To Be Treated Yourself



The Ability To Provide A Service Or Product In The Way It Has Been Promised

Customer Service

is an

ATTITUDE

Not a Department!

Your Attitude Is Always Key!

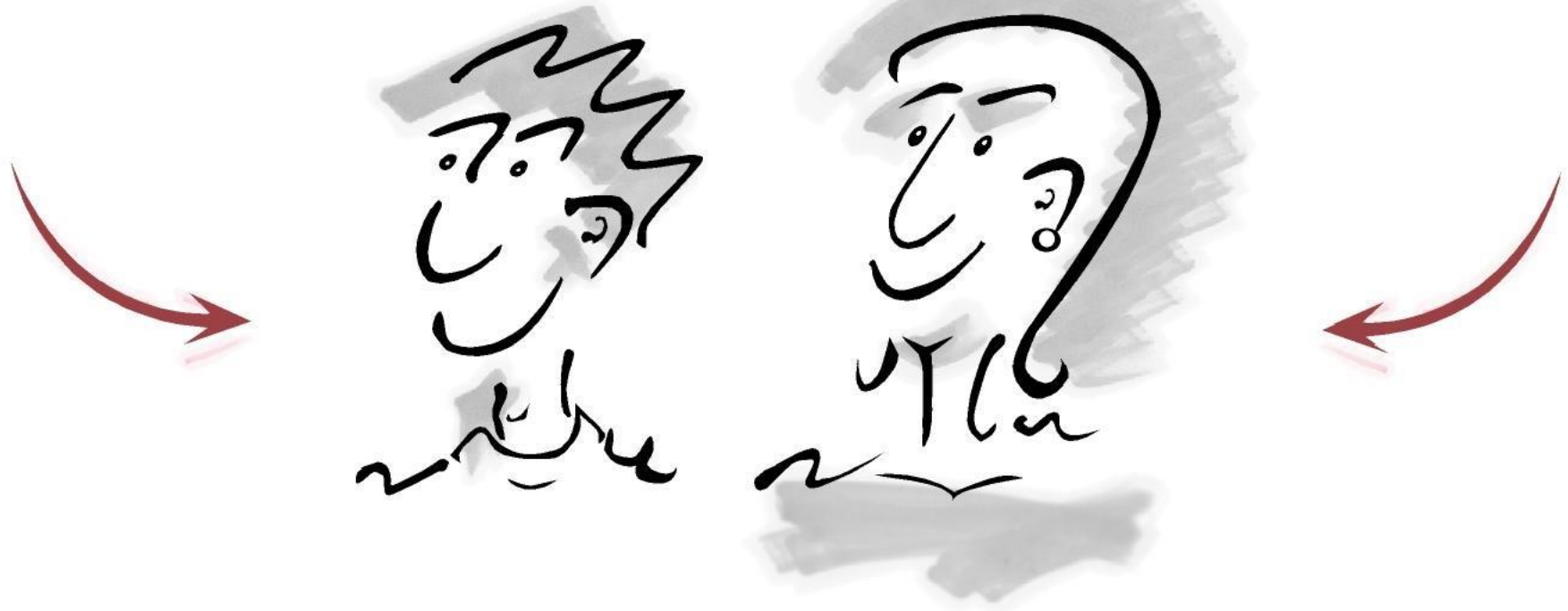
As You Take Part In This Session
It's Your Attitude That Will Determine
What You Take From It And What
You Do With It ...FACT!

Your Attitude Is Always Key!

As You Take Part In This Conference
Its Your Attitude That Will Determine
What You Take From It And What
You Do With It ...FACT!

YOU

Are The Difference



The Spiral of Positivity

RAIN!

NO MILK!

BAD NEWS!

TRAFFIC!

ILLNESS!

OUT OF STOCK!

PAPERWORK!

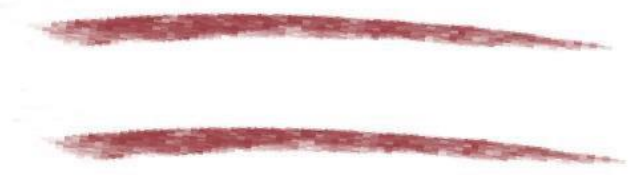
CUSTOMERS!

CRASH!

What if Our Attitude Was 100%

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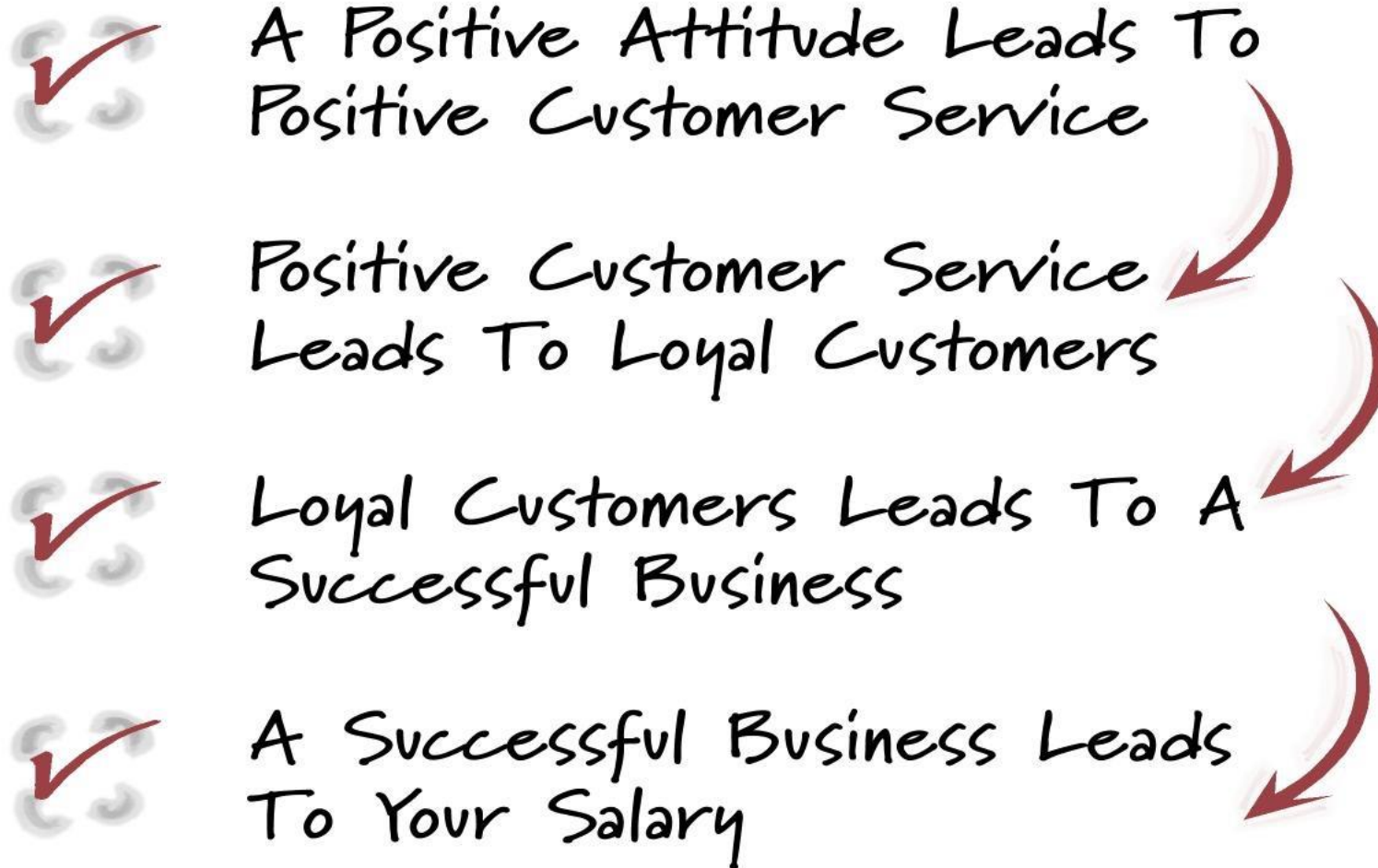


Amazing... But True!

A	-	1
T	-	20
T	-	20
I	-	9
T	-	20
U	-	21
D	-	4
E	-	5

100

The Importance Of Attitude Around Customer Service

- ✓ A Positive Attitude Leads To Positive Customer Service
 - ✓ Positive Customer Service Leads To Loyal Customers
 - ✓ Loyal Customers Leads To A Successful Business
 - ✓ A Successful Business Leads To Your Salary
- 

The "Neg Repellent"

Fantastic!

How We Feel About
Where We Work Usually
Dictates How We
Perform In Our Job

Feel ⇒ Behaviour ⇒ Result

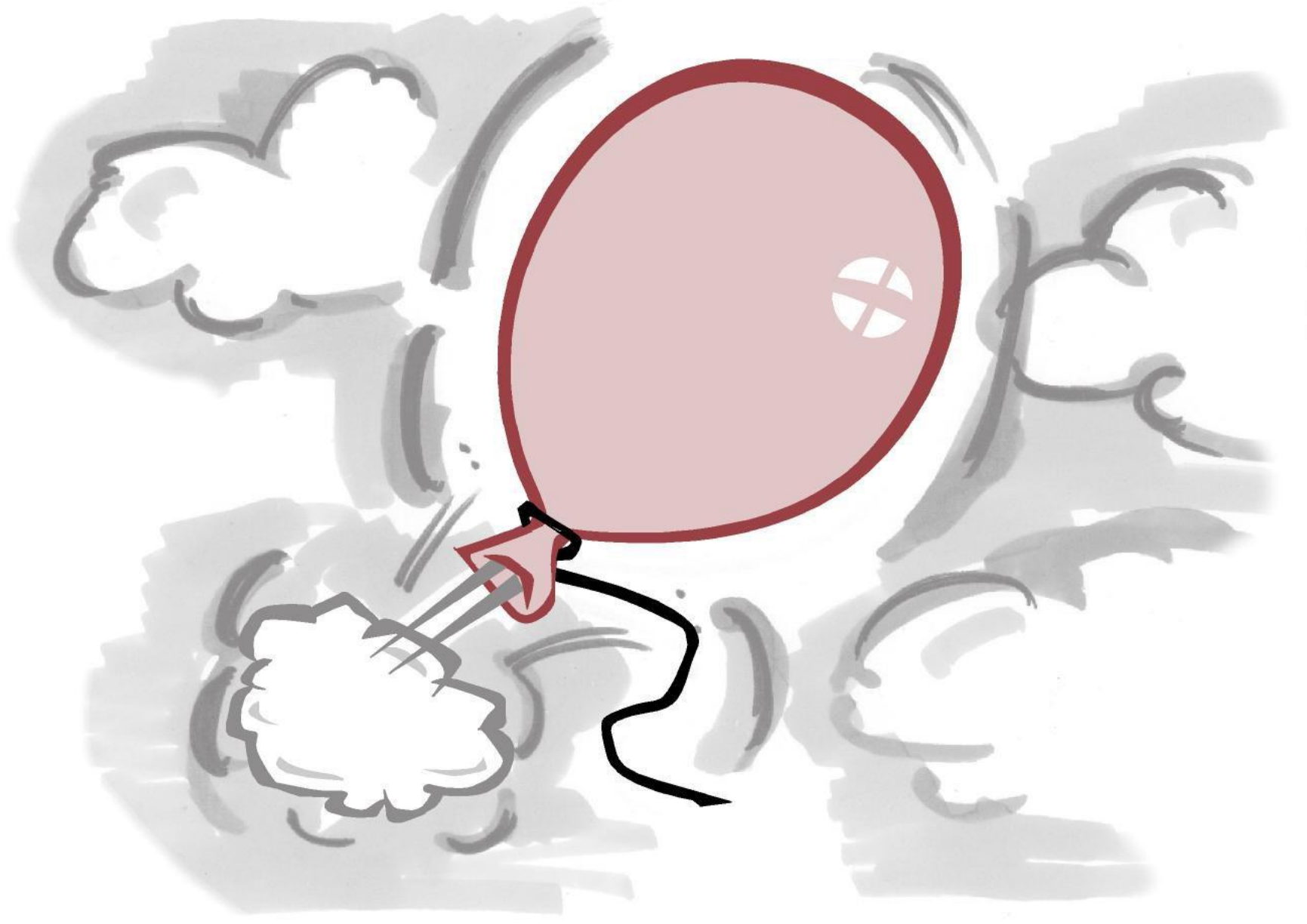


How We Feel Can
Have A Real Effect
On The Results
We Achieve!

As A Manager...

You Set The Tone

For The Day
...Every Day!



Why Coaching Is Key!

<u>Recall</u>	Told ↓	Told + Shown ↓	Told + Shown + Experienced
<u>After 3 Weeks</u>	70%	85%	95%
<u>After 3 Months</u>	10%	35%	75%

Catch A Member Of Staff Red Handed Doing Something Good...



What Does Good Look, Feel And Sound Like?
Staff Need To Always Have A Clear Picture Of
What It Is They Are Expected To Do!

A Leader Is Only Ever
As Good As The Team
They Build Around Them.

TEAM=

T = TOGETHER

E = EVERYONE

A = ACHIEVES

M = MORE

OPPORTUNITY IS NO WHERE

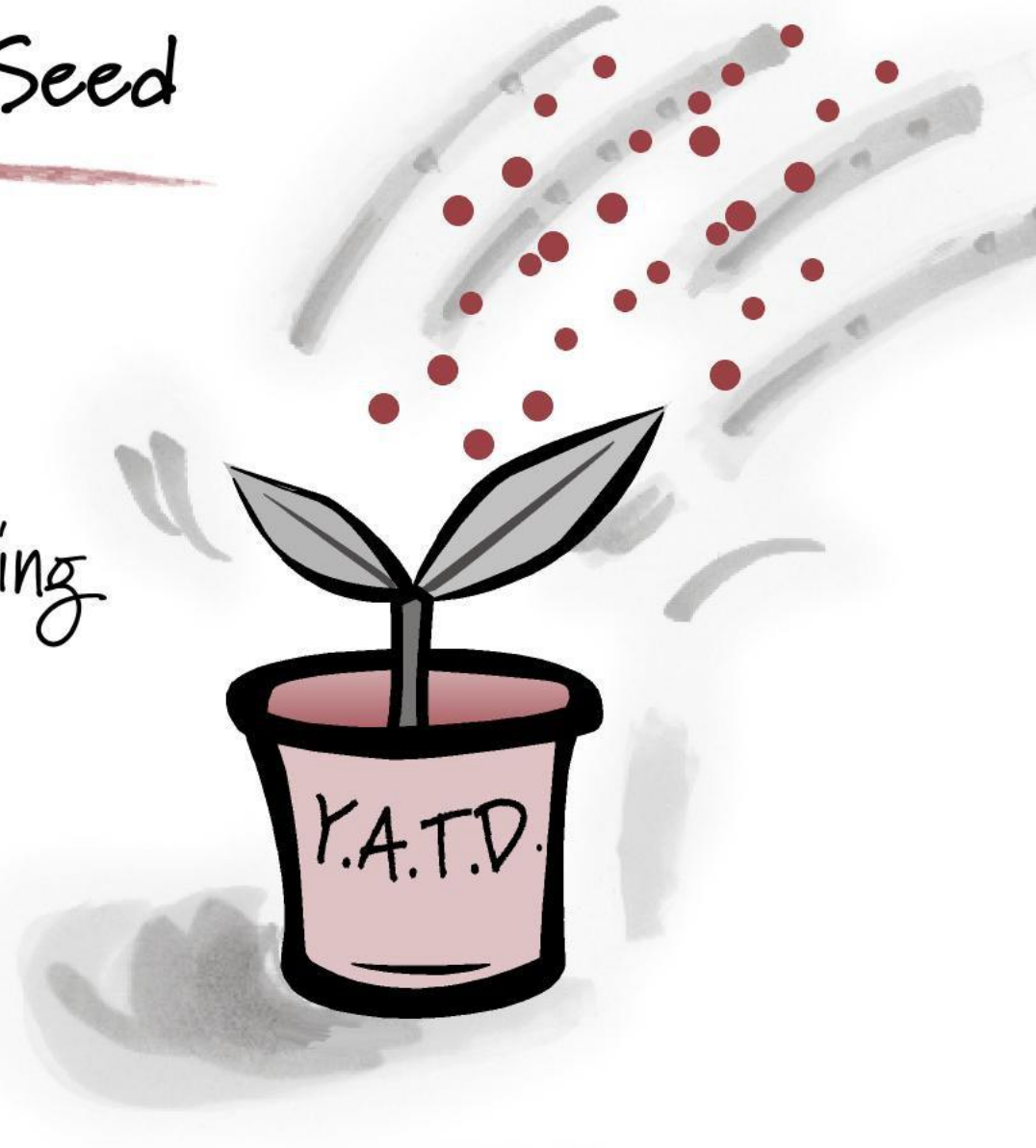
OPPORTUNITY IS NOW HERE



... Make It Happen!

Watering The Y.A.T.D. Seed

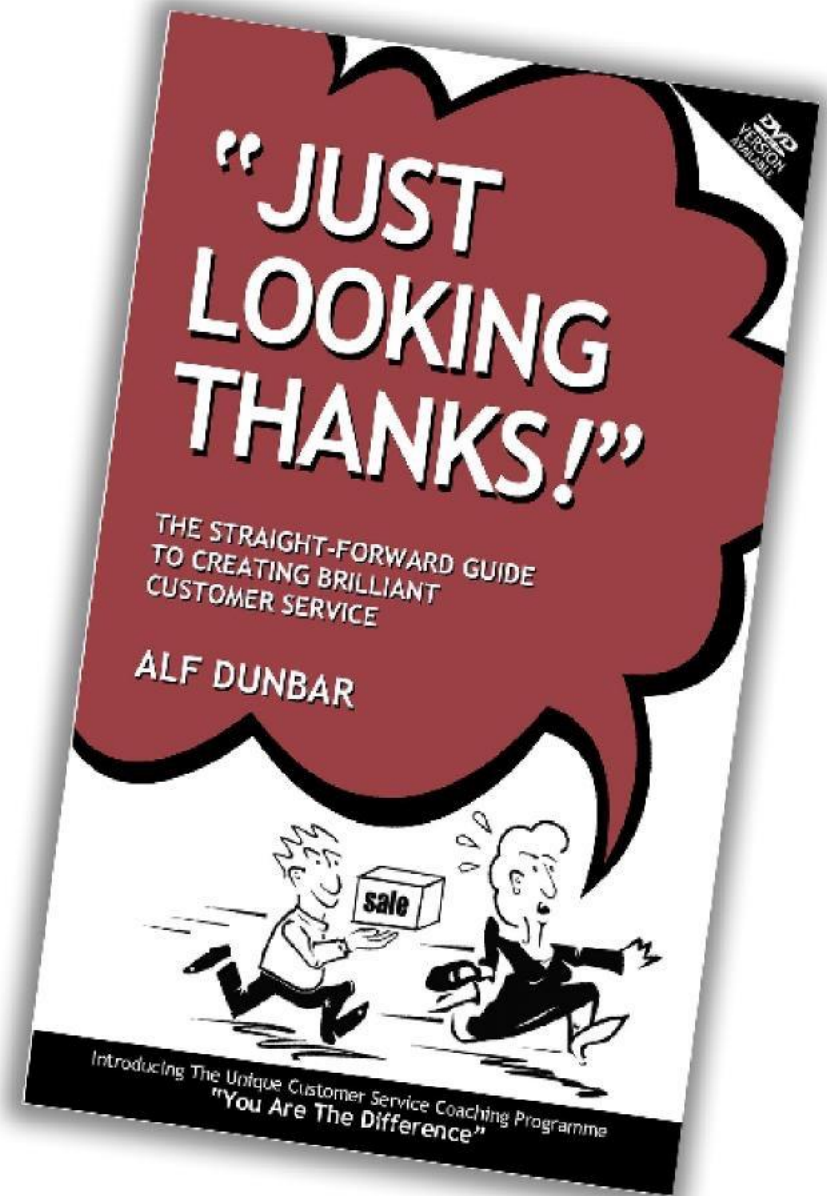
- ✓ Use 21 Day Principal
- ✓ Use 5 Stages Of Coaching
- ✓ Talk About Y.A.T.D. Daily
- ✓ Lead By Example
- ✓ Celebrate Best Practice



The 3 Stages Of Self Coaching

1. Ask Yourself How It Went?
2. ASK Yourself What Would You Do Even Better Next Time?
3. Give Yourself Some Praise

The Y.A.T.D. Book As A Free Download





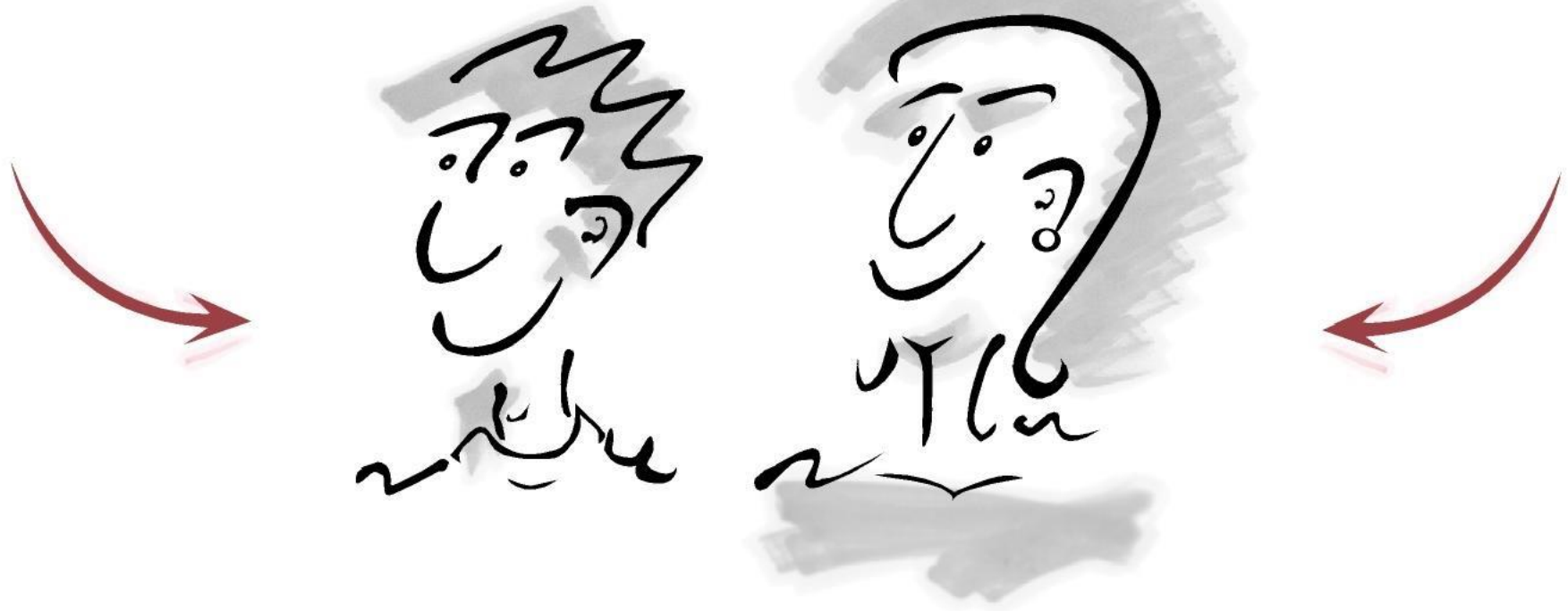
The Y.A.T.D. Animated Coaching Programme Covers...

- People Buy People
- The Greeting
- The Approach
- Perfect Partners
- Closing The Sale
- Fab 5 At The Till

This Amazing Animated Coaching Programme
Is A Must See For All Managers And Staff

YOU

Are The Difference



If You Have The Desire
You Will Find A Way!

