

Do What it Takes!

By Shawna Schuh



In a society where we are confronted with new laws regarding road rage, kids taking weapons to school, and fast food cashiers unable to count change, you'd think it would be a piece of cake to be successful. And, you're right, it is... ***if you do what it takes!*** Don't you just hate it when it's as simple as being about willpower and choice?

Just as we are a society of multiple choices in our food selection and consumption, the awareness of our health has never been higher, yet we are also statistically reported to be getting fatter and fatter as a nation. It really should be a piece of cake (excuse the pun) to be thin and healthy. You're right it is... ***if you do what it takes!***

This information will not be about getting healthy in the physical sense. It will be about getting healthy in business relationships, which is why I've titled it, "Do What it Takes." Maybe I should have titled it, "How's your willpower and choice making going?" Because no matter what information you acquire, it will be worthless to you if you don't apply it and take action on it. I know you know this, but it bears repeating, since many of us, including myself, learn more than we use, know more than we do, and still make poor choices from time to time.

Why don't we do what it takes? Because we live in a society that's highly multiple choice. With as many varieties of food choices there are, it seems that there's many different businesses going after the consumers' dollars. So what will set us apart and keep our customers coming back? The relationships we build.

Following are some helpful tips for you to use and, (if you do) you will see a difference not only in your bottom line but in your facial lines as well! (A good difference!)

1. Shift your focus from self-centered to service centered.

This means worry less about your own or your company's needs and more about the needs of your customers. There are literally hundreds of examples I can give where this concept would apply – here are two.

a. Wear a nametag!

I don't care if you think it looks dorky, it helps people remember your name and gives them permission to approach you and allows them to save face if they can't remember your name. Don't wear a nametag because you want to or because it's required; Wear one for other people and they will appreciate it. Appreciation breeds repeat business.

b. Ask the right questions.

Of course you want to sell a potential customer your stuff, but if your product or service isn't right for them, then getting the sale will be the last exchange you ever have with them. Plus if they don't need or like your product or service they will no doubt tell all their friends! If you ask the right questions you will gain something more than information, you'll gain happy customers who tell others and come back for more.

2. Be the first to show respect.

Respect is a good business practice, plain and simple. That means not hogging the copier at work, being considerate of other people's space and honoring your customers by being on time and prepared.

3. Pay attention

This means continuous learning. Pay attention to what is going on around you. Many times we move around in the world in an all-consuming self-absorbed cloud. This cloud insulates us from really focusing outside ourselves because it becomes dense with our own problems and goals. Clear this cloud away by continually searching out what is good and right with others. Finding out other people's needs immediately focuses you outside yourself. As a matter of fact, just sticking your hand out to help someone is the best cloud chaser around.

There are many things wrong with this world, but there are twice as many things right with it. If we concentrate only on those right things the wrong things wouldn't have a chance. The biggest problem I see facing society is that the wrong things cause the most sensation and we humans are drawn to sensation almost against our will.

What is a person to do? I guess we're back to the willpower and choices thing again. Well, you might have guessed there'd be a theme! Yes, it's really pretty simple; you'll be highly successful - ***if you'll do what it takes!***

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