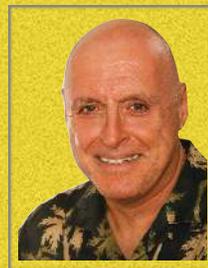


THE EXTRA POINT

BY JERRY ROBERTS



127 When Youthful Workers Gain Confidence

Most young workers are a bit intimidated by customers. It's natural, as they don't yet have the confidence that comes with time. And if their primary job description is not customer service, then they may hold back a little, anyway. I'm Jerry Roberts and let me tell the story of someone who doesn't match up with that profile, right now, on The Extra Point.

First, you may have heard me say on more than one occasion, "Customer service is everybody's job." I've always believed that. The trouble is, so many workers haven't been trained that way.

I'm in the Agana Shopping Center Payless market very early one morning last week. Among the things I was after was Ben & Jerry's Non-Dairy ice cream. I'm vegan, don't want the dairy and GMO stuff, but you can almost never find this particular product in the stores. When it's there I grab several and I'm sure others do the same, not knowing when it'll be there again.

After finding none I'm looking for a couple of other things and see a young lady with a Payless nametag and she smiles, so I start to tell her about the Ben & Jerry's situation, then catch myself, she was wearing a black uniform, the color of their in-store security team. I said, "You're in the Loss Prevention department, right?" She said yes. I said "Oops, I should be talking to someone who deals with the products. Then the surprise happened.

She said, "What are you looking for?" I then gave details about my search for the ice cream. She asked if I had looked in other locations and I told her the stores I'd visited. Then she asked, "Will you be doing more shopping and be here for a few minutes?" I said yes, and she said she'd look into it for me.

Five minutes later I'm at the checkout station and from a distance I see her looking over at me, and she appeared to be waiting on the

manager. I wanted to see how this played out so I went back and grabbed a couple more things, eating up maybe two extra minutes.

When I got back to the cashier, the young lady was waiting for me, paper and pen at the ready, and asked for my name, phone number, and the flavor I wanted. She would check on this and I'd get a call when the item was in.

I thanked her for her service, checked out and left, impressed with how she had stepped up. I know it sounds like a simple thing, but it's not the normal experience. Had she stuck with the thought that this wasn't her primary job, she might have just directed me to the front desk. Instead, she took ownership of my issue and made me her priority for the next few minutes.

Her name is Selena Guerrero. She was composed, confident, made eye contact with me, listened intently, made the decision to get involved, perhaps extended beyond her job description, then promised help. When I got home I told this story in an email to managers Mike Benito, Kathy Sgro, and Kameran Pereira.

This is our role. When we see outstanding service from a young person, we need to thank them and then let someone know about it. Then they get that attagirl or attaboy from their boss, and it makes them want to keep doing it. You want to help develop Guam's youth in the workforce? Encourage positive behavior every time you see it. Thanks, Selena.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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