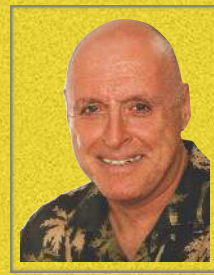


# THE EXTRA POINT

BY JERRY ROBERTS



## # 555 Simple Connections Count – Especially Now

It's the importance of being dialed in and why that matters now. I'm Jerry Roberts and today, we focus on paying attention to the little things. That's next on The Extra Point.

In the last month we've had the formula for social distancing pounded into us, day after day. We need to stay six feet apart from other people. Okay, we're used to it. We do it. Well, not all the time. Market aisles would need to be 12 feet wide and they're not, so we face away from the another shopper as we squeeze on by.

Before the virus many of us would follow a normal shopping pattern: charge into a store, grab what we're after, pay for it and go, on to the next thing. We didn't seek to start up conversations with complete strangers. Interestingly, that's changed in the past few weeks. Now we're eager for them.

I find myself talking with people I don't know and others are talking with me. I think we need these kind of interactions because we no longer have the routines we had before, connecting with as many people as we did.

Have you noticed, as I have, that people seem a little friendlier and more polite than before? Is it because — on a subconscious level — we know that we're all going through the same experience and need these little connections?

When I'm making calls I try to remember to ask the person I'm talking with how they're doing. In a store I might ask that question of the person ringing up the groceries. As Ray mentioned yesterday, these are folks nobody ever paid much attention to, and it's different for them when customers actually recognize them as human beings.

I made six stops yesterday on a string of errands. Three grocery stores, filling up at a gas station, grabbing some takeout for lunch,

and the post office. Six different places and about a dozen small conversations, some with people who worked there and the rest with fellow consumers. Nobody was in too much of a hurry that they couldn't exchange some pleasant conversation.

I wonder how much things will change when current restrictions are lifted and we ease back into our former routines. Will we once again be in a rush and have no inclination to talk with others as we're now doing?

I think many people will still practice social distancing until scientists come up with a drug that will disable the most dangerous aspects of the virus. A number of experts in infectious diseases have said they figure this will happen in the next three to six months. What then?

With an effective treatment for the virus and the threat of hospitalization and severe breathing complications no longer a threat, will we then completely revert to past behavior?

I hope not, and I hope I remember these times and what I've learned.

I know that when I help companies transform their customer service in the future, I will surely refer to this time and how we treated each other better...and how we felt about it. Being attentive to customers is always a good idea, but it's particularly important now. When things return to normal, the majority of those people you touched will remember your kindness.

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

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