

THE EXTRA POINT

BY JERRY ROBERTS



1294 Guam Training Tips You Can use Today

Today, I'm going to pull some training tips from a few of the courses we deliver every day to companies and government agencies. I'm Jerry Roberts, and if you make good notes or get the transcript, positive things can happen where you work. That's next, on The Extra Point.

Training tips from courses we regularly present to employers in Guam. Here we go.

The course is *CSI:Guam*, our customer service program. The tip: if you have a retail environment and there's not a line of people behind me waiting to pay, look at what I've selected and make suggestions on what else I can add.

It's called upselling and cross-selling and it can add significantly to the profits of the business, but an alarming number of workers don't do it. Why is that? Because an alarming number of managers don't teach them how to do it, make sure they do as much as is possible, and then incentivize them when they're successful.

How well do your people know your product line? Which items can be combined so that it motivates the customer to expand the purchase? Get them thinking about this today.

The next course is called *The Problem Solver*. In it, we introduce several ways to dig into an issue and find a solution.

One of the early lessons is to make sure you solved the right problem. I know that may sound strange, so let me explain. Albert Einstein once said that if he had one hour to solve a problem, he'd spend the first 55 minutes defining it, and the last five figuring out the solution.

I called a company I do business with and asked for some specific information regarding my account. The person I spoke with gave me different information, and stopped short of what I had asked for.

She had responded quickly, and that's good.

However, I didn't get what I needed. I still had the problem. I called back a second time, spoke with someone else and they got me the data I had to have.

Teach your managers and eventually your front line workers to determine the real problems they need to solve. That will often require asking a lot of questions. Management guru Peter Drucker famously once said: "What a waste it is to do well that which you should not be doing at all."

Einstein was right. Know as much about the problem as you possibly can, then decide how you are going to solve it.

The third course today is *The New Boss*, a 10-module course that is presented over months. This is a growth experience for first-time or early-stage managers, as well as an effective refresher for more experienced personnel.

In module two we discuss trust, how hard it is to build and how easy it is to lose. One principle every manager has to learn is to never talk behind a worker's back, unless it is positive, and I mean *unmistakably* positive.

A supervisor may simply joke about a worker to others and it can be completely innocent with no harmful intent. However, if it gets back to that worker, it might not come off like a joke and feathers can be ruffled.

The worker in question being upset is only half of the problem. Everyone in the group the boss is talking to, and talking about the absent employee, may also think, "Hey, I wonder what he's saying about me when I'm not around." You get it? This is a potential losing proposition, any way you look at it.

Let each manager know that if a worker is not present, the only time you talk about them is when it has to do with praise.

(Con't.)

From the solutions offered by Guam Training, bottom-line help for anyone who has products to sell; digging in to make sure you're solving the right problem; and to avoid losing trust by never talking behind someone's back, unless it's to say good things.

Do any one of these three and your business will be better off. Then again, maybe all of them will help you.

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

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For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

