

Customer Service

that goes
against the
GRAIN!

Steve Siemens, CSP



**GREAT TRUTHS
ABOUT
LIFE**

**THAT LITTLE CHILDREN
HAVE LEARNED:**

**NO MATTER HOW HARD
YOU TRY, YOU CAN'T
BAPTIZE CATS!**

**WHEN YOUR MOM IS MAD
AT YOUR DAD, DON'T LET
HER BRUSH YOUR HAIR!**

**YOU CAN'T TRUST DOGS
TO WATCH YOUR FOOD!**

**DON'T SNEEZE WHEN
SOMEONE IS CUTTING
YOUR HAIR!**

**NEVER ASK YOUR 3-YEAR
OLD BROTHER TO HOLD
A TOMATO!**

**IF YOUR SISTER HITS
YOU, DON'T HIT HER
BACK. THEY ALWAYS
CATCH THE SECOND
PERSON!**

**NEVER HOLD A
DUST-BUSTER AND A CAT
AT THE SAME TIME!**

**YOU CAN'T HIDE A
PIECE OF BROCCOLI
IN A GLASS OF MILK!**

**THE BEST PLACE TO BE
WHEN YOU'RE SAD IS
GRANDMA'S LAP.**

**GREAT TRUTHS
ABOUT
LIFE
THAT ADULTS HAVE
LEARNED:**

**RAISING TEENAGERS IS
LIKE NAILING JELL-O
TO A TREE!**

WRINKLES DON'T HURT!

**FAMILIES ARE LIKE
FUDGE. . .MOSTLY SWEET,
WITH A FEW NUTS!**

**IF YOU CAN REMAIN
CALM, YOU JUST DON'T
HAVE ALL THE FACTS!**

**LAUGHING IS GOOD
EXERCISE. IT'S LIKE
JOGGING ON THE INSIDE!**

**MIDDLE AGE IS WHEN
YOU CHOOSE YOUR
CEREAL FOR THE FIBER,
NOT THE TOY!**

**GREAT TRUTHS ABOUT
GROWING
OLD!**

**MY MIND NOT ONLY
WANDERS; SOMETIMES IT
LEAVES COMPLETELY!**

**GROWING OLD IS
MANDATORY;
GROWING UP IS
OPTIONAL!**

**WHEN YOU FALL DOWN,
YOU WONDER WHAT
ELSE YOU CAN DO WHILE
YOU'RE DOWN THERE!**

**FORGET THE
HEALTH FOODS.
I NEED ALL THE
PRESERVATIVES
I CAN GET!**

**TIME MAY BE A GREAT
HEALER, BUT IT'S A
LOUSY BEAUTICIAN!**

**I FINALLY GOT MY
HEAD TOGETHER,
BUT THEN MY
BODY
FELL APART!**

**EVERY TIME I THINK
ABOUT
EXERCISE,
I LIE DOWN UNTIL THE
THOUGHT GOES AWAY!**

**THE
FOUR STAGES
OF
LIFE!**

**1) YOU BELIEVE IN
SANTA CLAUS!**

**2) YOU DON'T BELIEVE
IN
SANTA CLAUS!**

**3) YOU ARE
SANTA CLAUS!**

**4) YOU LOOK LIKE
SANTA CLAUS!**

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FACT:
*Neither you
nor your
business
ever arrives!*



***Yesterday's peacock is
tomorrow's feather
duster!***



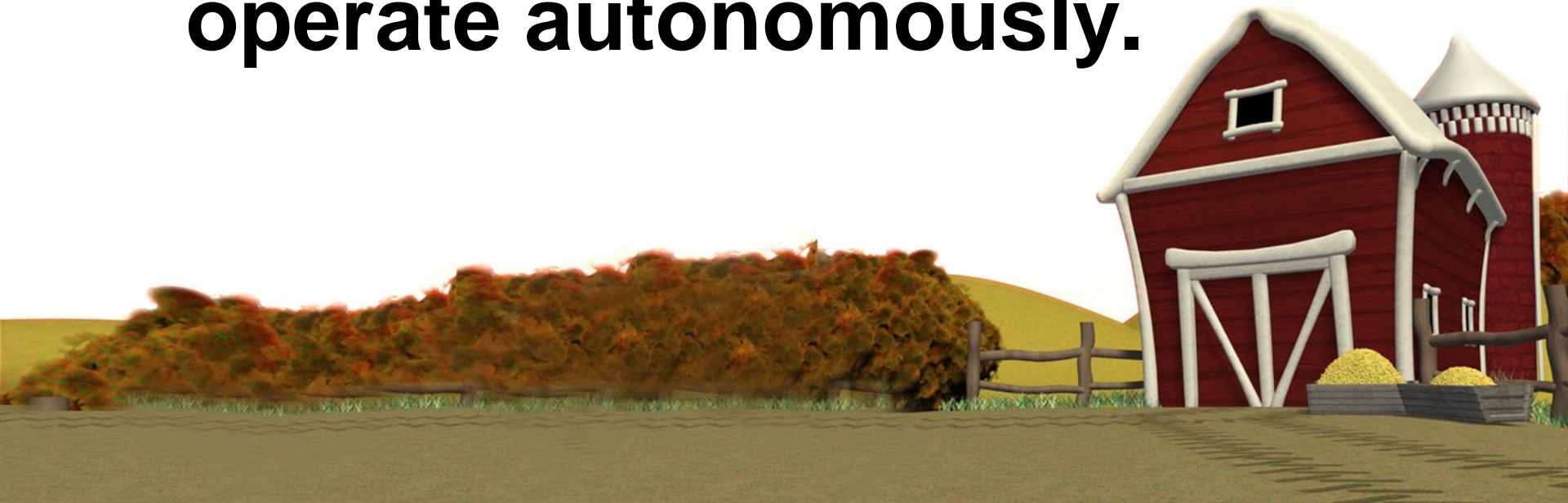
**Traits of a
“Go Against
the GRAIN”
unified
team:**



Ingredients of a great unified team:

1. Commitment

Team members see themselves as belonging to a team rather than as individuals who operate autonomously.



Ingredients of a great unified team:

2. Trust

Team members have faith in each other to honor their commitments, maintain confidences, support each other, and generally behave in an acceptable fashion.



Ingredients of a great unified team:

3. Purpose

The team understands how it fits into the overall business of the organization.



Ingredients of a great unified team:

4. Communication

Communication refers to the style and extent of interactions both among members and between members and those outside the team.



Ingredients of a great unified team:

5. Involvement

Everyone has a role in the team.

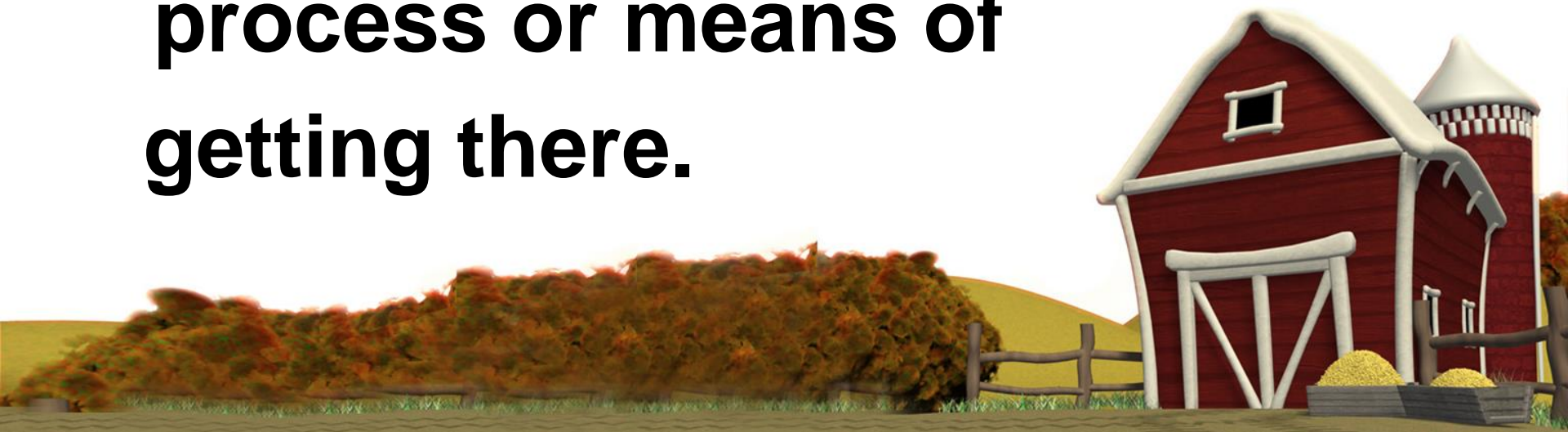
Despite differences, team members must feel a sense of partnership with each other.



Ingredients of a great unified team:

6. Process orientation

Once a team has a clear purpose (why it's together and where it's going), it must have a process or means of getting there.



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Genetics of a Customer

Customers have changed; change so you have customers.



Genetics of a Customer:

1. Efficiency is the new service



Genetics of a Customer:

1. Efficiency is the new service

Service and selection still matter, but not nearly so much as they once did. Today's customer is magnetically drawn to efficiency.



Genetics of a Customer:

2. Authenticity is essential.



Genetics of a Customer:

2. Authenticity is essential.

Listen to the street. “Being cool” has become “Keepin’ it real.”

If you don’t admit the downside, they won’t believe the upside.



Genetics of a Customer:

3. A Horizontal Connectedness



Genetics of a Customer:

3. A Horizontal Connectedness

“Winning” has become less important than “belonging.”



Genetics of a Customer:

4. Word-of-Mouth is the new Mass Media



Genetics of a Customer:

4. Word-of-Mouth is the new Mass Media

When your customers carry cell phones and can email all their friends with a single click, you need to be exceptionally good at what you do.



**5. Boasting
is a waste of
time.**



Your customer is saying, “Talk is cheap. Actions speak louder than words. Don’t tell me what you believe. Show me.”



Genetics of a Customer:

6. Everyone is broken a little.



Genetics of a Customer:

6. Everyone is broken a little.

The most broken are those who pretend they are not. We need to say this: “I’ve got a great gimmick. Let’s tell the truth.”



Genetics of a Customer:

7. Keep in mind two things during the next 12 months:



Genetics of a Customer:

- 1) Access to information is going up.**
- 2) Access to money is going down.**



Row Crops of Relationships

Business runs on relationships;
relationships take time.



**Let's take a
quiz!**

**Mark one word
per line
working across
the page.**



**There are four types
of people:**

1. Expressive

2. Driver

3. Analytical

4. Amiable



#1 EXPRESSIVE

Imaginative

Enthusiastic

Out-going

Fun-loving

Stimulating

Ambitious

Spontaneous



#1 EXPRESSIVE - BEHAVIOR TYPICAL

Rapid reaction

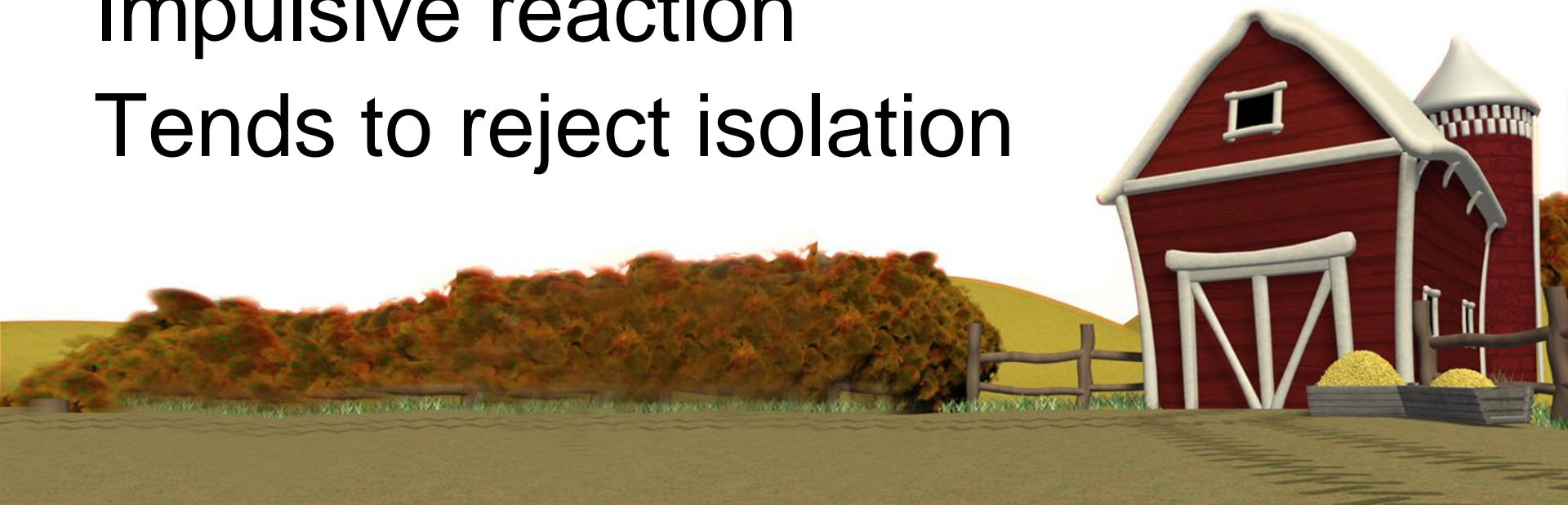
Maximum effort to involve

Minimum concern for routine

Future time frame

Impulsive reaction

Tends to reject isolation



#2 DRIVER

Objective

Independent

Determined

Pragmatic

Requiring

Efficient

Decisive



#2 DRIVER - BEHAVIOR TYPICAL

Swift reaction

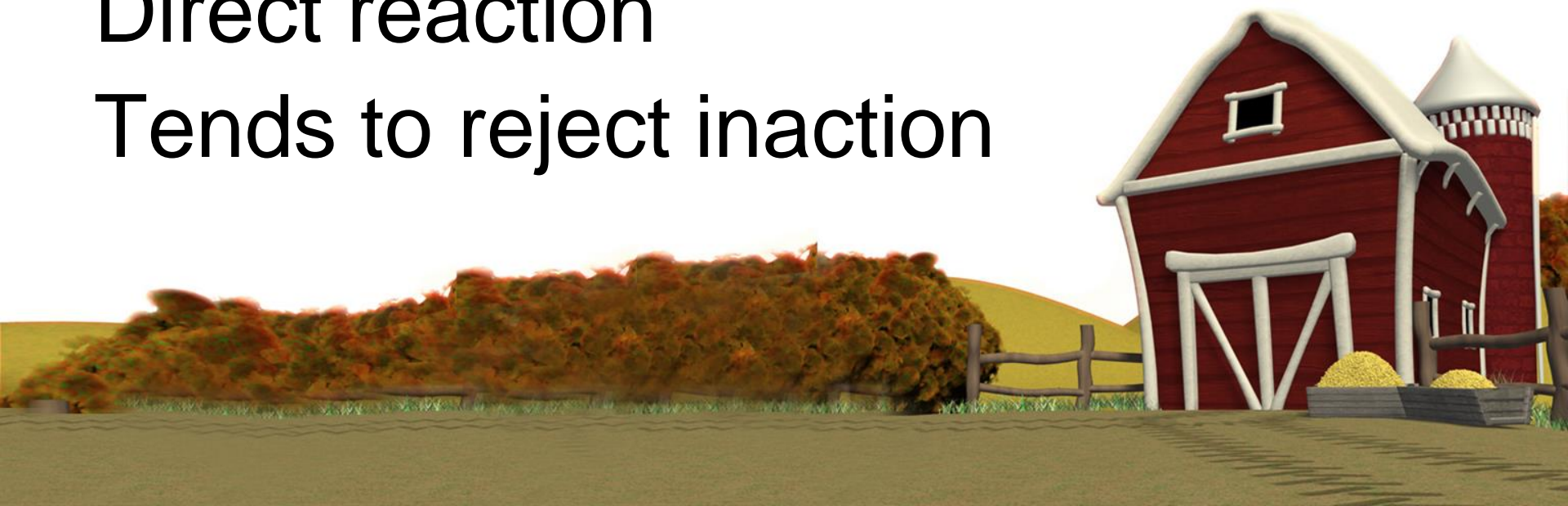
Maximum effort to control

Minimum concern for caution in "R"

Immediate time frame

Direct reaction

Tends to reject inaction



#3 ANALYTICAL

Industrious

Systematic

Persistent

Detail-oriented

Serious

Exacting

Precise



#3 ANALYTICAL - BEHAVIOR TYPICAL

Slow reaction

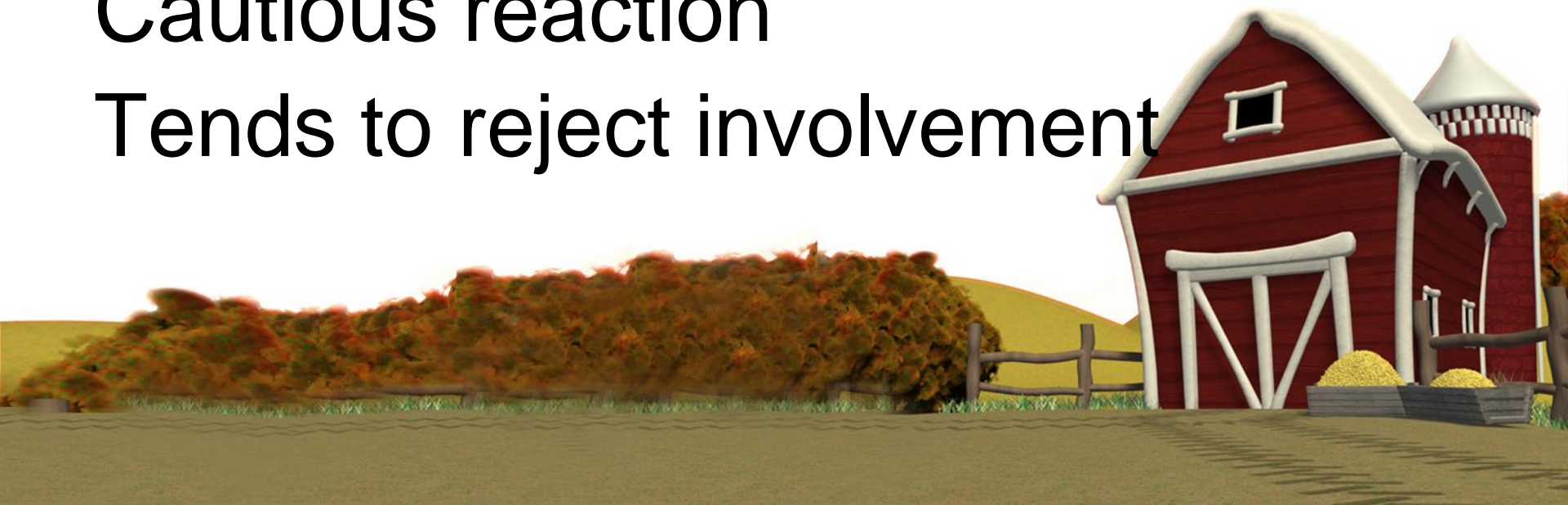
Maximum effort to organize

Minimum concern for relationships

Historical time frame

Cautious reaction

Tends to reject involvement



#4 AMIABLE

Loyal

Friendly

Dependable

Easy going

Supportive

Responsive

Cooperative



#4 AMIABLE - BEHAVIOR TYPICAL

Unhurried reaction

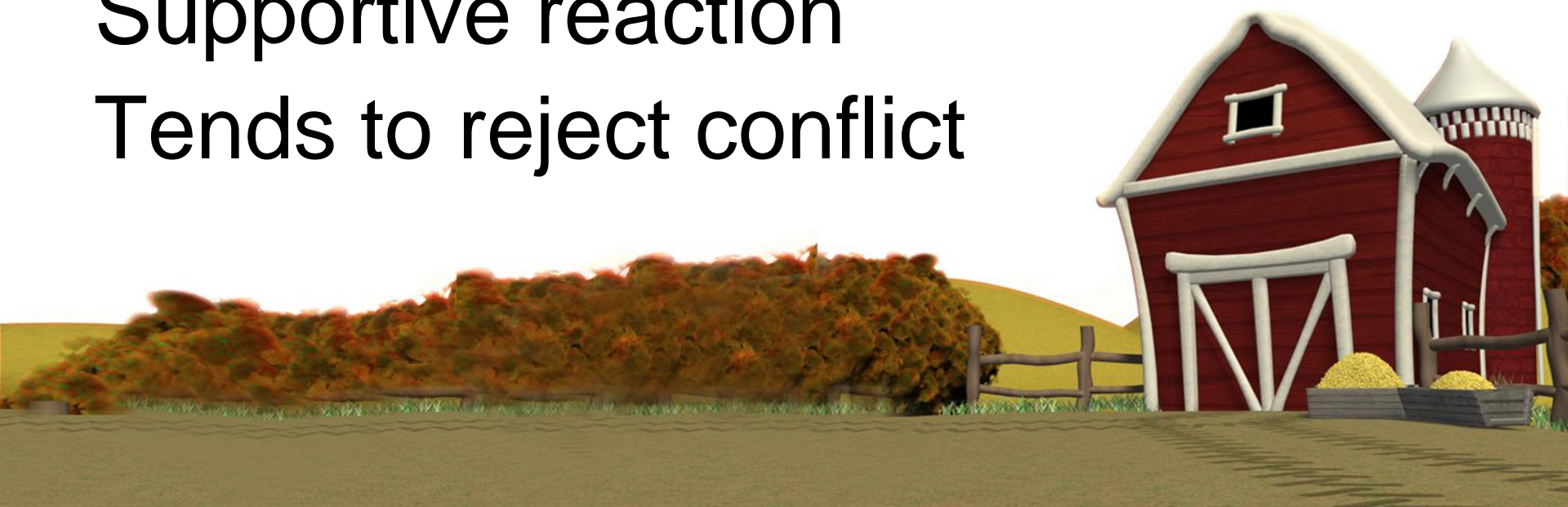
Maximum effort to relate

Minimum concern for effecting "C"

Current time frame

Supportive reaction

Tends to reject conflict



WORKING WITH EXPRESSIVE:

Orientation: intuition

Need: approval

Specialty: social skills

Weakness: not checking



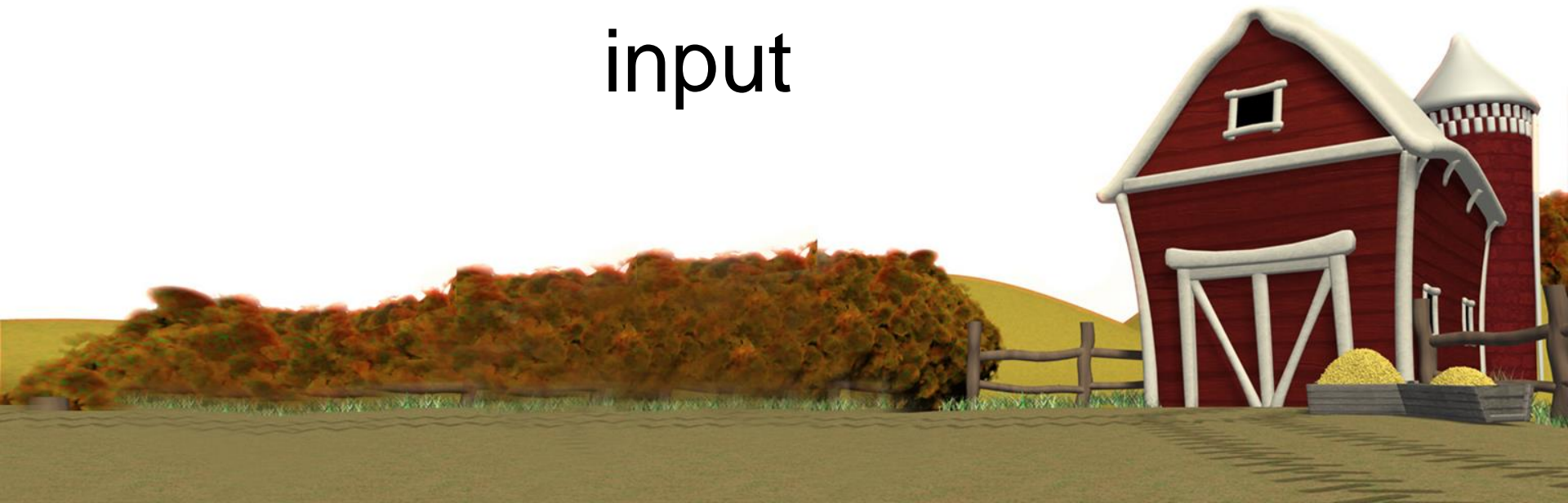
WORKING WITH DRIVER:

Orientation: action

Need: results

Specialty: control

Weakness: *doesn't listen or seek
input*



WORKING WITH ANALYTICAL:

Orientation: thinking

Need: to be right

Specialty: detailed/systematic

Weakness: *can't declare*



WORKING WITH AMIABLE:

Orientation: relationships

Need: stability

Specialty: support

Weakness: reluctance to initiate
change



BREAK INTO YOUR PERSONALITY
GROUP:

Design a T-shirt that describes our
customer service theme:

“C S that goes against the GRAIN”



Additives, Attitudes, Accolades

Common things produce things
uncommon.



Do simple things but in exceptional ways:

1. *Biblical principle: “Do unto others as you would have them do unto you.”*



Do simple things but in exceptional ways:

2. Always offer our guests at least one *service they can't* receive anywhere else.



Do simple things but in exceptional ways:

3. We need you, our
guests, more than we
need ourselves.



Do simple things but in exceptional ways:

4. If we make a mistake, we'll correct it immediately.



Do simple things but in exceptional ways:

5. Good enough for some is not good enough for us.



Do simple things but in exceptional ways:

6. You are not a customer or a client, you are our guest.



Do simple things but in exceptional ways:

7. Our guests are never
an interruption.



Do simple things but in exceptional ways:

8. *We'll give our guests*
more than they
expect.





Additives:

**Share uncommon
“extras” daily.**



Attitudes:

**Share uncommon
“positivism” always.**



Accolades:

Share uncommon

“thank yous”

liberally!

Innovative Interactions

It's not how creative you are, but how you are creative.



You can't use up creativity. The more you use, the more you have. Sadly, too often creativity is smothered rather than nurtured.



There has to be a climate in which new ways of thinking, perceiving, questioning, are encouraged.



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

1. Has the leadership role

CONCRETE:

1. Has the management role



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

2. What are the possibilities?

CONCRETE:

2. What are the parameters?



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

3. Creative thinking comes first

CONCRETE:

3. Organizes first



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

4. Discovery

CONCRETE:

4. Design



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

5. Problem-solving

CONCRETE:

5. Process-oriented



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

6. Originates

CONCRETE:

6. Organizes



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

7. Initiates

CONCRETE:

7. Closes



TWO TYPES OF VALUABLE THINKERS:

CREATIVE:

8. Gives people a star to stretch for

CONCRETE:

8. Gives people a security to enjoy



TWO TYPES OF VALUABLE THINKERS:

**To have continued success,
you must be both a
concrete and creative
thinker!**



How To Stay Creative:

1. Question old assumptions.
2. Get people together to generate as many ideas as possible.
3. Make sure the best ideas win.



How To Stay Creative:

4. Learn from your failures.
5. Adapt old ideas to new challenges.
6. Find a way to capture good ideas.



Nitrogen Responsiveness

Respond with a boost and boost the response.



Boost with...



Boost with. . .

Enthusiasm

- Live so enthusiastically you cannot fail.



Boost with. . .

Expectations

- Whatever you think you can, or *think you can't, you're right.*



Boost with. . .

Creativity

- Some people entertain ideas;
others put them to work.



Boost with. . .

Energy

- those who are the most successful in making excuses have no energy left for anything else.



Boost with. . .

Laughter

- Laugh with people, not at them, laughter is a tranquilizer with no side effects.



Boost with. . .

Love

- Love is a condition of the mind at a time when the mind is out of condition.



Boost with. . .

Extraordinary

– *Extraordinary people don't settle for being average.*



Boost with. . .

Navigation

- Success is the ability to hitch your wagon to a star while keeping your feet on the ground.



Boost with. . .

Commitment

- The choice is simple. You can either stand up and be counted, or lie down and be counted out.



Boost with. . .

Excellence

- Excellence is the gradual result of always striving to do better.



**THE KEY
WORD IS
“FOCUS”.**



Nitrogen Responsiveness:

Focus on...

*...knowing your
competition inside and
out.*



Nitrogen Responsiveness:

Focus on...

*...small things with a
magnifying glass.*



Nitrogen Responsiveness:

Focus on...

*...walking the talk both
verbally and non-
verbally.*



Nitrogen Responsiveness:

Focus on...

...listening with

1,000 eyes

and

10,000 ears.



Nitrogen Responsiveness:

Focus on...

*...opportunities to
reward, recognize, and
celebrate people.*



Nitrogen Responsiveness:

Focus on...

...people and their
potential.





Nitrogen Responsiveness:

Focus on...

...The fabulous four:

Excellence

Enthusiasm

Passion

Positivism

Genetics of a Customer

Row Crops of Relationships

Additives, Attitudes, Accolades

Innovative Interactions

Nitrogen Responsiveness



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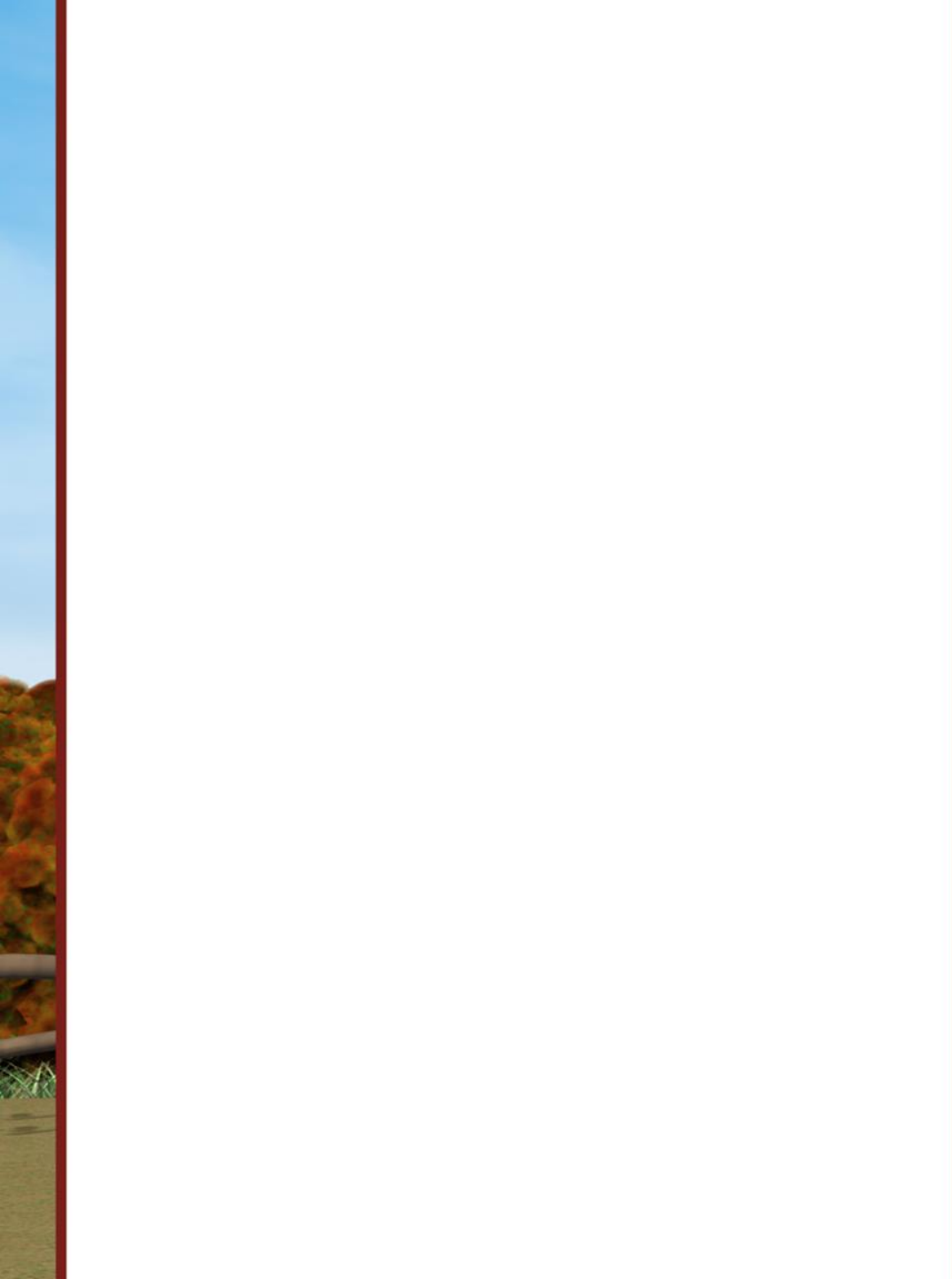
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TEST

**IDENTIFY THE
PERSONALITY
TYPE OF:**

















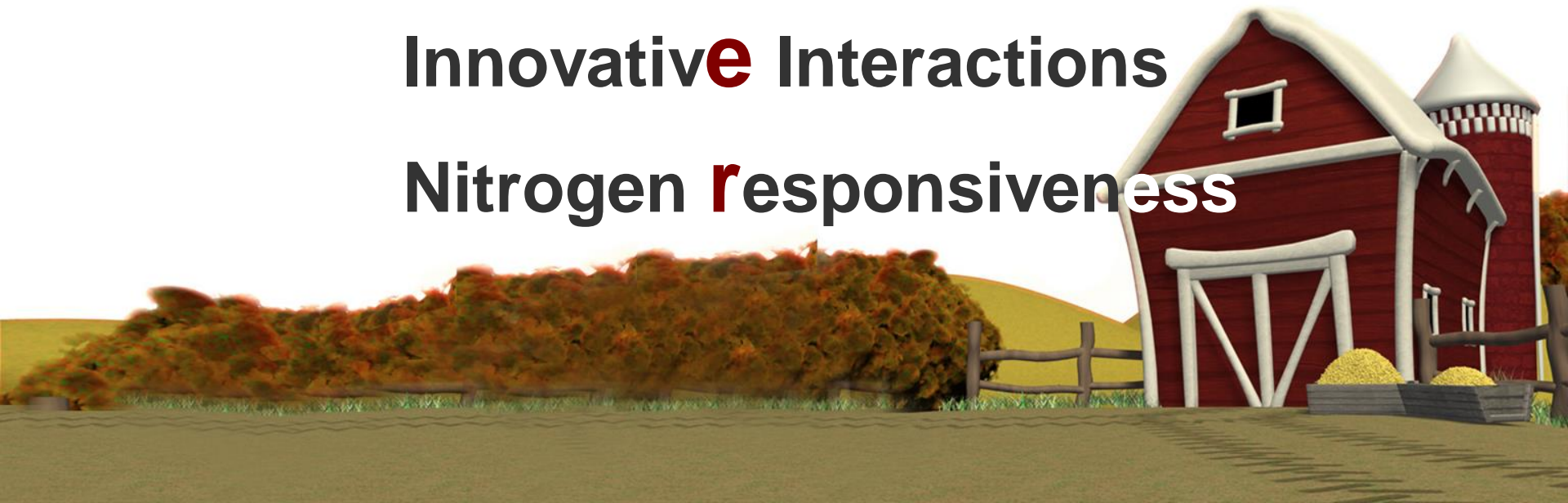




**Everyday when
you are in the
habit of...**



Putting
Genetics of a Customer
Row Crops of Relationships
and
Additives, Attitudes, Accolades
Innovative Interactions
Nitrogen responsiveness



**in every thing you
do, the customer
service people of
PIONEER will be
known for**



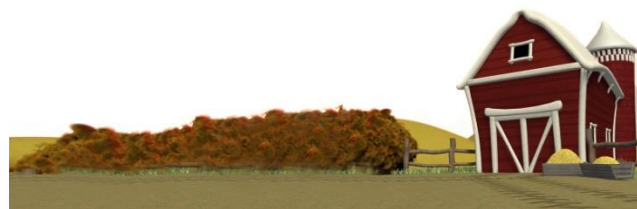
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Backdrops:

- These are full sized backdrops, just scale them up!
- Can be Copy-Pasted out of Templates for use anywhere!



Delivering Customer Service Solutions

benefiting people everywhere.

