



MARY JUDE TROUPE CONSULTING

Better Practices. Better Results.

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Understanding My Vision



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Better Practices. Better Results.

For the past 30+ years, I have worked in many areas of business. From retail to medical offices to publishing the daily newspaper, I have been both employee and employer. Throughout my professional career, I have learned many successful practices I would like to share. My goal is to inspire, motivate and help your company become better.

Knowing policy and procedures that work, creating and enforcing change that matters, managing a staff of one or a company over 35+ employees, I feel I have obtained the tools I need to help support your company to grow and prosper.

As a result of my accomplishments, I have received several awards such as "Store of the Year" from the Norstan Apparel Company; "Business of the Year" from the Punxsutawney Chamber of Commerce; and most recently, "Publisher of the Year" from Horizon Publications.

Now I look forward to helping other businesses become better through the services of "Mary Jude Troupe Consulting."

I believe better practices bring better results, and I appreciate the opportunity to make good things happen for you.

Sincerely,

Mary Jude Troupe

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To Become Your Inspiration

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Hello?



What do you say when you answer the phone?

Do you realize the impact your first words have on the rest of the conversation and your business?

The caller pictures your entire business by the tone of your voice. Stop and listen to yourself.

Did you speak professionally?
Were you smiling when you were talking? Your voice will project your attitude.

Did you speak clearly?

Was your tone loud enough to show confidence, but not too bold to intimidate the caller?



Did you speak slowly?

Did you emphasize **your name** and **your company's name**?

Did you allow time for the caller to explain the reason for their call?



Thoughts:

Try This Script

“Thank you for calling Name of company (PAUSE)
This is Your Name (PAUSE)
How can I help you? (STOP!)
(WAIT! LISTEN!)

Now really listen to what the caller has to say.
Take notes. Respond directly to what the caller just said to you.

Don’t assume what the caller wants.
LISTEN CAREFULLY.

Recap what the caller said to you.
Try to answer their questions in clear, simple, bullet point answers.

If you do not know the immediate answer to a question, that is OK. Never try to guess an answer. Take time to find out clearly what your response should be.

If you show your concern, the caller will appreciate your effort to find out the correct answer.

Physically take note of the points the caller is serious about.

If you have to put the caller on hold, never just assume they can wait.

Ask: “May I put you on hold or should I call you back?”

How you help the caller will be what they remember about your business.

Your response or reaction dictates the entire flow of the rest of the conversation and your future relationship.

Thoughts:



Accent the Positive & Eliminate the Negative

Answering the phone correctly is as important of a task as anything else your position requires. Take it seriously, and you will see positive results when you meet that person face to face.

To build a relationship in a positive direction, let it start with your initial phone call.

When a customer comes in, be sure they already know you.

Positives

Share the pride you have for your company and your position. Speak sincerely on the phone.

Listen to the caller.

Offer positive solutions.

Before you hang up, let your comments be positive:

"Thank you for your call today."

"It was nice talking to you today."

"It is always a pleasure talking to you again."

"If you need us, we are always here for you."

"We look forward to serving you soon."

END the call with asking a question:

"Have all of your questions been answered?"

"If not, can I direct you to someone that can help you?"

Negatives

Don't ramble.

Don't offer more than you know.

Don't use "um" and "ah's"

No "yups" "K" or "A huh's"

Be sure **THEY**
are smiling
when **THEY**
hang up the phone.



Thoughts:

KNOW YOUR CUSTOMER

CUSTOMERS/CLIENTS/PATIENTS

Always refer to your customer/client/patient in the proper manner.

If you work in a medical field, you must **KNOW** that you are dealing with **PATIENTS**.

If you work in retail, you must **KNOW** your **CUSTOMERS** rely on your service.

If you work in a business where your clients are paying to see **YOU**, then they should be referred to as **CLIENTS BY NAME**.

This may not seem important to you, but it is to the people you are meeting; **if the person you are dealing with has a specific title, use it.** They earned the title they carry, and they should be respectfully acknowledged.

You always want to address people in the proper way. Take the time to pronounce their name properly. If you are not sure, simply ASK. People **WANT** you to say their name correctly. People **LIKE IT** when you use their name **OFTEN**. You can rarely use a person's name too often.

By personalizing your relationships and focusing on the details, a good start can become a productive long term relationship!

Addressing your clientele correctly speaks volumes about your business.

Make it a priority each day to get to know the people who support your business.

Thoughts:



Is your attitude showing?

All businesses do it. You may think you don't, but you do.

How many times does someone walk in the door, and your reaction identifies how you personally feel about that person?

You turn to your co-worker and say, "Oh no!" The mood changes your communication, and your gestures change. Your expectations are predictable, and your tone reflects those feelings.

If you are doing this, and I can almost guarantee you are to some degree, **STOP!**

The problem is not that person who just walked in –
The problem is **your** reaction to that person.

Every single person matters.

Take control of the situation: turn it around. See how a different response to that person can change completely your experience with them. Your attitude can be contagious.

Appreciate your customers /patients/ clients. They keep you employed.

If someone walks through your doors, they chose to see **YOU**.
You need them as much as they need you.

Don't forget if you lose that person, you could possibly lose everyone they associate with.

Aim to make each customer's experience positive and a win for both of you.

CUSTOMER SERVICE

Businesses do not focus enough on customer service. Too many times people walk out of a business unhappy. Their unhappiness directly affects the bottom line. It could possibly affect your position.

Regardless of the circumstances, the old advice is still the best: **Treat people like you would like to be treated.**

No time is ever wasted on customer service training. Revenue depends on the process.

Try it, and you will see the difference.

Thoughts:





YOU HOLD THE KEY

Do you know what THE MOST important key is in dealing with every person you meet?

COMMUNICATION

Good communication is the KEY to life's relationships.

If you are a good communicator, you will succeed.

Communication does not always involve talking. Communication can be your gestures, your smile, your handshake, your tone, your walk, your confidence and our attitude.

How do you know if you are a good communicator?

ASK YOURSELF THESE QUESTIONS:

"How do people relate to me?"

"Are my conversations comfortable?"

If you are a good communicator, people will react to you in a clear, positive manner. The conversation will flow smoothly.

If you are not having good experiences with the people you meet, it may be that you need to improve your communication skills.

Think about how you personally need to improve how you respond. Maybe you just need to ask more questions, listen better, offer solutions.

With communication comes confidence.

EVERYONE HAS THE POWER WITHIN THEMSELVES TO BE GREAT!

Believe That! Know That! Live That!

If you believe in yourself, people will believe in you.

When you take pride in everything you do, the positive results will be reflected back to you.

Say It... "I Am Great At What I Do!"

Thoughts:



Empathy

By definition, empathy is the basic understanding of another person's feelings. Most people can relate to how it may feel to walk in another person's shoes.

Good businesses train their employees to understand the

importance of knowing and understanding the people who support them.



Listening and understanding are two important communication skills that should be intentionally applied during your day-to-day communications with your employer, your fellow employees, and the people that patronize your business.

Genuine understanding the way a person feels allows you the upper hand in most situations - good and bad. Problems can be solved easily and smoothly when you take time to think about how you would feel if you were on the other side of the situation.

A good example of this is with managing debt and dealing with a difficult person we may meet. Before taking a firm stand on what and how you want to communicate, take time to put yourself in the other person's shoes. By just taking a few minutes to stop and think this through, your attitude and disposition may be fine tuned in a manner that simplifies the matter.

Businesses must keep in mind, it is one thing to understand and work through communication in a kind and friendly manner, but it is not good business practice to constantly change procedure or policy due to feelings and emotions. Balancing empathy while following policy may be challenging, but it is well worth the time and effort involved. Communication is again the key to achieving this balance.

Thoughts:

Do you know that **HOW** you say something is as important as **WHAT** you say?

Many times when we deal with people, we just say what we are thinking in our head at the time.



Stop and think before you speak.

Think about a sentence. Say it out loud. Just think about it. How would you say it?

By taking the time before you speak, your words will have a stronger impact.

Ask yourself, “Can I communicate the same idea **STARTING** and **ENDING** in a positive manner?” “Can I say what I need to in a positive way? Even if it is bad news?”



If you think about what you say – and how you say it – you can turn anything around and **MAKE A NEGATIVE – A POSITIVE!**

– Example –

Someone comes in the door of your business. They want to see a specific person. That person is not in. What do you say?

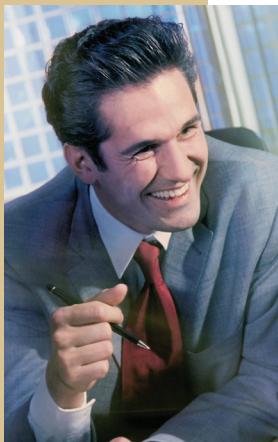
Do you interrupt them and say....“wait a minute, so-in-so is not here”? Do you wait until they are done speaking and say, “Sorry, he or she can’t help you today, because they are not in”?

Stop and Think. Something so simple can be turned around:

“Hello! (stop and smile) I understand that you need to see Mr. Smith. I am sorry that you missed seeing him today. I will be sure to tell him that you were in as soon as he gets back. Can anyone else help you? Thank you for coming in today. Have a great day!”

Always be positive and choose your words wisely!

Thoughts:





Do You Feel Responsible At Work? You Should!

Do You Feel Responsible For Doing Your Very Best Every Single Day?

A wise man once said, "If I can do it myself, why would I need you?"

You need to show your value to your employer. Don't wait to have every step explained to you. Take initiative and solve problems. Figure out issues on your own. Look through conflicts or beyond bumps in the road.

You have an agreement with your employer to complete your responsibilities every day to the best of your ability. In return, you are receiving a paycheck.

Own your position. Become dedicated. Make a commitment.

Every day, do your job as if you own the place.
It will make a difference, and you will be noticed

**What can I
do today that
will make
things
BETTER?**



Thoughts:



PRODUCT KNOWLEDGE

Do you understand what your company represents? Do you know their core message?

Knowledge Makes
A Better Work Environment
A Better Company
Greater Customer Satisfaction
A Better You!

A business can be successful only when the team supporting it knows its products and services inside and out.

Every single employee (and employer) should understand 99.99% of all aspects of your company.

Know the business you work for.
Take the time and learn all that you can.

Knowledge = Success



Thoughts:



DEFINE THE WORD SUCCESS

“The accomplishment of an aim or purpose”

Success is fulfilling an accomplished idea.
It is not a rank, title or wage.

You have control of your own success.
Your employer wants to be successful, and your employer
wants **YOU** to be successful.

You **EARN** success by your own accomplishments.
Your employer’s success relies on your accomplishments.
Take pride in your responsibilities.

Earn your employer’s respect.

Always strive for success, never settle for “almost.”



Thoughts:

REFERRALS AND TRACKING

If you are not seeking out referrals or tracking where the people who walk in your door are coming from, you are overlooking a very essential part of your position.

It is everyone's responsibility.

The customers / clients / patients who walk into your business make certain that you have a growing business.

Every person you gain, or every customer / client / patient you lose, directly affects your company's bottom line which eventually will affect you.

It is your personal responsibility to promote your business.

It is your personal responsibility to understand why people come to your business and promote those reasons.

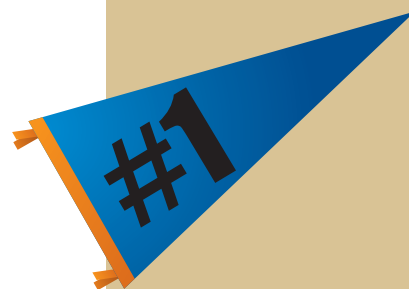
You should be your company's #1 Fan.

A misconception about business is that the doors will always be open. The truth is, for as many businesses that open each year the same number, if not more close their doors.

Why do businesses close?

Sometimes it is as simple as the lack of appreciation for every person that walks through the door.

✓	Radio
✓	TV
✓	Internet
✓	Personal Referral
✓	Reviews



Thoughts:





There should be a sign in every employee break room that reads:

Whispering Not Allowed
In The Work Place!

If you are whispering in the corner with another employee, you should NOT BE.



Don't be a corner creeper! Corner creepers hide and whisper about everyone and everything. **Hiding plus whispering equals trouble.** No one is being clever by corner creeping and whispering. We see you!

Trouble loves company. We all know, if people talk about others when they are with you, what are they saying about you when you're not around?

Use the time you are spending whispering to become more effective as a team player and a better employee. It will pay off, and you will be noticed.

Thoughts:

“Rules To Work By”

1. Feel good about what you offer. (Always offer your best.)
2. Take pride in all that you do. (It will be noticed.)
3. Dress for success. (Act and look as if you own the company.)
4. Try to come in happy each day. (Be sure to leave happy.)
5. Non-work related small talk is fine. (Keep conversations within limits - 3 minutes max.)
6. Don't be afraid to ask your employer questions. (Accept the answers.)
7. Don't waste your time trying to judge policy and procedure. (Spend that time following them.)
8. Realize that you get back only what you give. (This includes what you offer both good and bad.)
9. Appreciate your paycheck. (Appreciate the employer that provides it.)
10. REMEMBER THE OLD SAYING:
The Grass Is Not Always Greener On The Other Side. (It is not!)

THINGS TO KNOW

Know you will offer your very best every day.

Know you will never compromise your efforts and dedication.

Know your limitations.

Know your best quality and use it.

Know your worst quality and change it.

A+

C-

Thoughts:

NEED TO KNOW

Someone once told me:

“Change the people OR Change the people”

That is a powerful and moving message. Think about it!

It is important that you know your vision as an employee and a team member, and that you know your employer’s vision and plans for success.

Working **TOGETHER** makes for not only a happy work place, but it also is the key to success for **EVERYONE**.

KNOW YOUR COMPANY’S RULES, POLICIES, PROCEDURES

Most employees work for a company and never take the time to understand what is truly expected of them.

It is your job to know your company’s expectations. If you don’t know...Just Ask. It is your right and your responsibility to know.

Never Assume company policy.

Read your employee handbook thoroughly. Ask questions if there are sections that puzzle you. Talk to your manager, supervisor, or visit your HR Department. Know policy, procedures and expectations.

Thoughts:

ATTITUDE

THE KAREN STORY

This story involves an employee named “Karen.”

Karen worked at a very busy company.

Every day, Karen was expected to complete whatever was needed that particular day. Her job description was: EVERYTHING THAT NEEDS DONE!!!

Every day, Karen was expected to successfully complete a wide variety of job duties and responsibilities. New requests were given to her daily.

Many times Karen was asked to complete something she had no prior experience with at all. Her company knowledge became wide spread, but each day she found herself with a new obstacle.

There was only one constant in Karen’s daily routine... HER ATTITUDE.

No mater what was asked of her, Karen always had the same response: “WILL DO!”

Karen never whined, complained, became angry, or frustrated. She never said, “Why me?” “I don’t know how.” “I can’t!” “I’m too busy!”

It was always the same answer - “WILL DO!”
The power of those two words!

No degree, no experience, no influence can replace the “WILL DO” attitude.

Problem solving is every employee’s responsibility.
Karen turned problems into personal challenges.

She worked it out. Made it happen. Got It Done!

Try the power of “Karen’s” attitude -Try saying

Will Do!

BETTER

When you think of the word better, what do you think of?

By definition:

“Higher in quality: more skillful more attractive, appealing, effective, useful”

My core vision is:

“Better Practices. Better Results”

Shouldn't we all strive to be

Better?

Make it a point starting today,

Work Better,
Communicate Better,
And Live Life Better!

Your comments, suggestions, ideas
are always appreciated. Contact me
at: mjtroupe@gmail.com