

The Customer Service Ladder to Success

By Marilyn Suttle

When things aren't going right, it's easy to take an emotional slide down the catastrophic "what if" tunnel, mulling over everything that *might* go wrong.

- What if our customers react badly to our changes?
- What if I get negative reviews?
- What if the company goes under and I lose my job, my home and end up living on the streets?

In the catastrophic tunnel, your perceptions distort and your confidence takes a hit. From here, you're less likely to take risks that lead to growth opportunities.

There's something you can do to redirect your path – climb the courage-building "what if" ladder. It sounds like this:

- What my customers love the changes we make?
- What if their feedback, good or bad, helps me deliver even better service, and our business grows?
- What if I get so good at calming upset customers that it bullet proofs our business?

Reality is a practical place. It generally exists somewhere between the extremes of the catastrophic worst, and the pie-in-the-sky best. Which set of "what if" questions are more likely to bring the results you want? The next time you catch yourself sliding down the tunnel, pick yourself up and climb the ladder to customer service success.

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Marilyn Suttle is the coauthor of *Who's Your Gladys? How to Turn Even the Most Difficult Customer into Your Biggest Fan*. Marilyn travels internationally to deliver service excellence keynotes and workshops. Marilyn inspires her clients to excel by creating strong, productive relationships in every area of life. She specializes in creating "Suttle Shifts" in the way people think and act to produce massive results. When you need a keynote speaker or success coach, Marilyn can be reached at (248) 348-1023, marilyn@marilysuttle.com or visit www.whosyourgladys.com.

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