

Applauding Compassionate Customer Service

By Marilyn Suttle



I just got back from ten days at the Fairmont Princess Resort in Scottsdale Arizona, after working on the assisting team for Jack Canfield's Breakthrough to Success training. This event brings together 400 participants, who enjoy a week of intense

growth work. Jack's Director of Trainings, Jesse Ianniello, is a 26-year-old woman with the wisdom of Buddha when it comes to interacting with customers. Yet again, she wowed me with her skills.

I've been watching Jesse work since we met in 2004. She may be young but she's got the mindset of a master! She makes such a positive impression on everyone who interacts with Jack's companies — Self-Esteem Seminars, The Canfield Training Group, and Chicken Soup for the Soul Enterprises — that during our registration process, the number one question I always hear is, "Which one is Jesse?" People can't wait to introduce themselves to the woman who gave them such great attention on the phone or through emails as they registered for the program.

Over the years, I've seen her receive several small gifts of appreciation, and last week, when she was introduced, she received rounds of applause. Does anyone in your company receive this kind of response for registering and collecting money from your customers?

One of the keys to her success with customers is her compassion. During a typical break in the seminar, Jesse will have a line of people waiting to ask her questions about anything from signing up for future trainings to receiving alternative vegetarian lunch options. At the same time, she has hotel staff pulling on her arm to coordinate services, all while staff members continually ask her, "Where are the sign-up forms for the Platinum Program?"

It's enough to stress out even the calmest human being, but not Jesse. She talks with each individual as if he or she were the only person in the room. She doesn't rush them. She doesn't even sport a shocked look when a participant makes an unexpected request, like the time that one man asked that a mini refrigerator be brought into the training room so he could eat cold snacks at regular intervals throughout the session. Instead, Jesse loves each person up by answering their questions, providing reassurance and

giving whatever guidance they may need.

I asked Jack's Sales and Marketing person, Lauren Edelstein, "Does Jesse ever get stressed out?" Lauren responded, "Oh, sometimes she vents in the office, but never to a customer. She really cares about people. She's only a few years older than me, but I consider her a mentor, and she's become one of my best friends." Jesse started out as an intern, and has risen up in the company because of her commitment to excellent service and compassion toward customers.

What about you?

Do your customers show appreciation for the way you and your staff respond to their needs? If not, why not?

What could you do to receive a standing ovation?

To Book Marilyn Suttle for your next event, email: Marilyn@MarilynSuttle.com or visit her website www.Suttleonline.net.