

Why Should I?

This seems to be a very popular thought right now.

We, as adults, probably do not say these exact words out loud anymore, like we did when we were kids; especially when we did not want to do something.

But, we still say them, we just disguise them using other words like:

- I don't need to make changes right now; this is just a little phase we are going through; (Why should I do more?).
- I am better than most of the people I know, (Why should I do more?).
- I have already paid my dues, why should I have to do this grunt work again; (Why should I do more?).
- It's not me, It's the people I work with, OR; It's not me, It's the people who work for me, (Why should I do more?).
- I already do more than anyone else, why should I be the only one working; (Why should I do more?).



Tammy Taylor, CEO, Tammy Taylor Nails

These are acceptable disguises for the same words:

“WHY SHOULD I”?

What is the definition of COMPLACENT?

pleased, especially with oneself or one's merits, advantages, situation, etc.; often without awareness of some potential danger or defect; self-satisfied

Quote:

"If we sit by and become complacent and put our heads in the sand, we're complicit."
Shelley Morrison

What is the definition of APATHY?

lack of interest or concern, indifferent or unresponsive, absence or suppression of passion, emotion, or excitement

Quote:

"Apathy - If we don't take care of the customer, maybe they'll stop bugging us."
Larry Kersten

Question: Why Should I Do More?

Answer: Being Complacent and/or Apathetic WILL RUIN a GOOD BUSINESSES, and put NEW or STRUGGLING BUSINESSES... **OUT OF BUSINESS.**

And, do you know what the worse thing is about being complacent or apathetic? IT IS CONTAGIOUS! Everyone around you will start acting the same way, because it is the easy way, the do nothing way.

When a **decision** needs to be made **you have the choice:** Am I going to **do something** about it, **or** am I going to **ignore it?** Either way **you made the decision**, ignoring it is your decision; just like doing something about it **is your decision.** So, when someone says, don't look at me **I didn't make the decision, yes, they did.** Maybe even more so than the person who did make the decision, and just because their decision happened to be wrong, **at least they tried** to do something.

Very seldom will a business go out of business if the owner and the people are trying really hard, but they are making mistakes; **a business can survive mistakes, BUT, a business cannot survive DOING NOTHING.**

This is what I have always told everyone who has ever asked my advice, about how to have a successful career or business; **"Be the very best at whatever you do,** it does not matter if you are a janitor or you

run a multi-million dollar company, **just be the best at it, AND you will be successful"**

So, when I came across this story about the million dollar lesson, I wanted to share it with you.

A Million Dollar Lesson

Author: Petey Parker

Source: Heart At Work

Editor: Jack Canfield and Jacqueline Miller

A cab driver taught me a million dollar lesson in customer satisfaction and expectation. Motivational speakers charge thousands of dollars to impart his kind of training, to corporate executives and staff. It cost me a \$12 taxi ride.

I had flown into Dallas for the sole purpose of calling on a client. Time was of the essence and my plan included a quick turnaround trip from and back to the airport.

A spotless cab pulled up. The driver rushed to open the passenger door for me, and made sure I was comfortably seated before he closed the door. As he got in the driver's seat, he mentioned that the neatly folded Wall Street Journal next to me was for my use. He then showed me several tapes and asked me what type of music I would enjoy.

Well! I looked around for a "Candid Camera!" Wouldn't you? I could not believe the service I was receiving! I took the opportunity to say, "Obviously you take great pride in your work. You must have a story to tell." "You bet," he replied, "I used to be in Corporate America. But I got tired of thinking my best would never be good enough. I decided to find my niche in life where I could feel proud of being the best I could be. I knew I would never be a rocket scientist, but I love driving cars, being of service, and feeling like I have done a full day's work, and done it well. I evaluate my personal assets and... wham! I became a cab driver. One thing I know for sure, to be good in my business, I could simply just meet the expectations of my passengers. But, to be GREAT in my business, I have to EXCEED the customer's expectations! I like both the sound and the return of being 'great', better than just getting by on 'average'.

Did I tip him big time? You bet!

All Nail Technicians; we can be Great with just a few simple goals we can set for ourself.

- When a client calls in for an appt. come in a little early or stay a little late if needed.
- Clean your station and waiting area, in between clients.
- Make sure the magazines are up to date and set out neatly.
- Offer your client a cup of coffee or lemon water, before you start their service.
- Keep the bathroom clean and tidy a few times a day.
- Sweep the front of the salon in the morning.

Being Great at Customer Service is not difficult, it **just takes caring** about your client, and your business.

With love,



Every time we interact with a client, we need to think "is this how I would like to be treated".

This is a very simple philosophy, that teaches us how we can run our businesses better.

The Golden Rule

"The Sermon on the Mount"

[12] "Do for others what you would like them to do for you.

This is a summary of all that is taught in the law and the prophets.

(Matthew 7:12 NLT)



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