

Want to deliver better customer service? Put your co-workers first!

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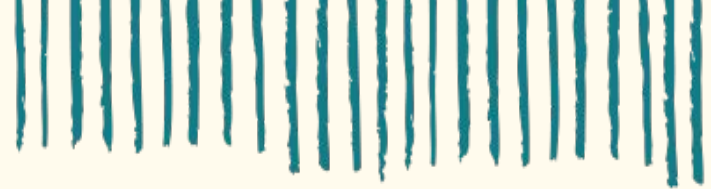
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“The service that our staff give to our customers will never be better than the service that we (the leadership) give to our staff.”

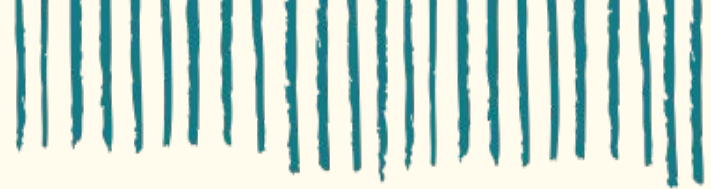
- Zingerman's Co-founder Paul Saginaw

6 Responsibilities of an Effective Servant Leader



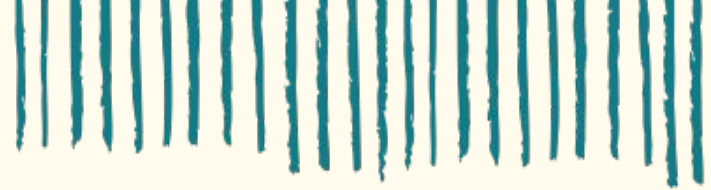
1. **Provide Vision**
2. **Give Great Service to Staff**
3. **Manage in an Ethical Manner**
4. **Learn and Teach**
5. **Help Staff Succeed**
6. **Say Thanks!**

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Giving Great Service to Your Co-Workers

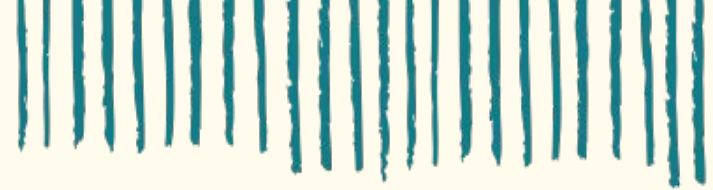


3 Steps to Giving Great Service

1. Figure out what the customer wants
2. Get it for them
 - Accurately
 - Politely
 - Enthusiastically
3. Go the extra mile



Giving Great Service to Your Co-Workers



5 Steps to Effectively Handling Complaints

before



1. Acknowledge the Complaint
2. Sincerely Apologize
3. Take Action to Make it Right
4. Thank Them
5. Document

after



Bringing Positive Energy

Three Types of Personal Energy

Physical – how you are physically feeling

Mental/Emotional – how you are mentally/emotionally

Vibrational – what you are projecting to other people

Zingerman's Energy Recipe

1. Read It
2. Vision It
3. Manage It
4. Repeat It



Helping Staff Succeed

Clear performance expectations

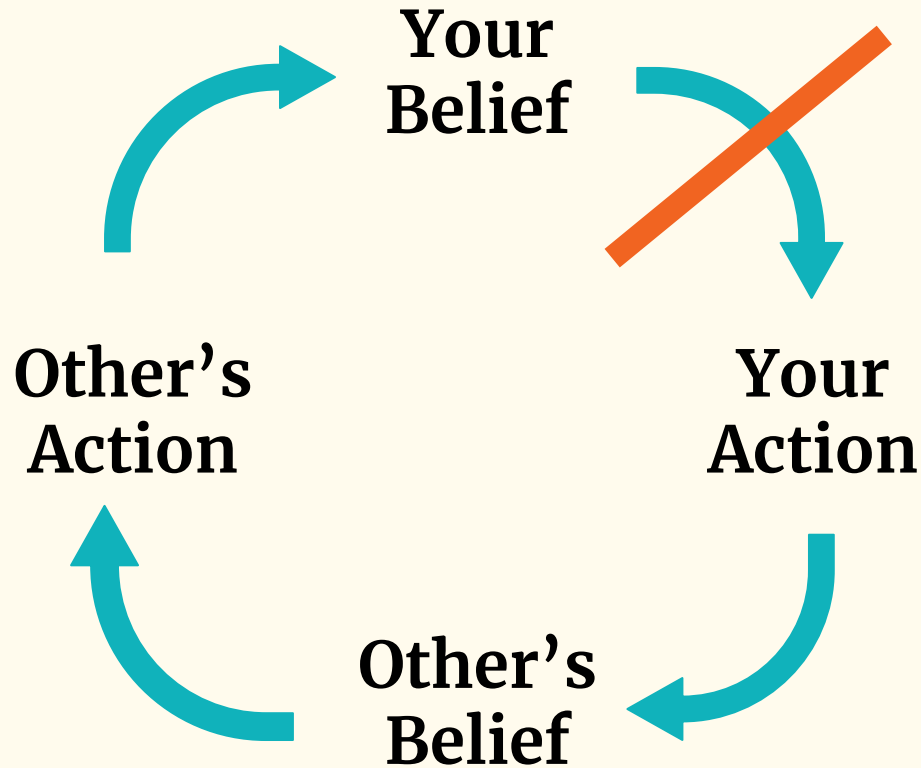
Training support

Provide both positive and constructive feedback

Positive beliefs about staff and their potential



Belief-Action Cycle



Change comes when you recognize the belief and make a conscious effort to shift your actions.

Additional Thoughts...

Don't hold a grudge

Cut the gossip

Help support ideas and creativity

Lead with Humility



Questions?

ADDITIONAL RESOURCES

- Visit zingtrain.com for:
 - Books and pamphlets - code Community 2020 to get 25% off
 - Free resources of blogs, past webinars, articles
 - Virtual Workshops
- Reach out to us: zingtrain@zingermans.com



Your Guide to Leading in 2021