

Why do I keep getting interrupted by customers?

How many times do you encounter service providers or sales people who make you feel like you are interrupting what they are doing - whatever it is?

The editor had a fantastic buying experience recently at a Dan Murphy store - they actually paid me to buy an extra bottle of wine!

Five bottles of wine were in my basket when I arrived at the checkout counter.

This is where true "customer care" kicked in.

I was not aware that if I had purchased six bottles of wine that there would be a discount applied to all six of the bottles - so the young man at the checkout suggested that I purchase one of their bottles of "clean skin" wine - \$4.95 per bottle. So, how is it that Dan Murphy's paid me to take a bottle of wine? Once I had added the "clean skin" at \$4.95 to the total order, my cost was actually reduced because of the discount applied, due to the fact that I purchased six bottles - not five. "That's stupid!" I can hear the non customer-focused sales or service providers out there saying.

Not so, the amount of goodwill generated by the considerate nature of this young man's service will make it a simple decision when I need to purchase wine again and the time after that, and the time after that etc.

The Editor has been writing issues you need to get right and instill as a culture within a business to enable it to prosper in a climate like the one in which we find ourselves today. The young man at Dan Murphy was obviously empowered



to do what it takes to deliver to customers a level of customer service above and beyond what would be described as normal - it is no accident that business with such attitudes and culture remain successful.

Is your embedded customer service culture up to this or a similar level - if not, take it there.

"Service providers who think of their customers as an extension of themselves are those most likely to prosper. I'm talking about those who put themselves in their customers' shoes, turn situations around to see how they would react, and serve customers in away in which they, too, would want to be served.

Kym Illman - The Future Is Customer Service

The Truth About Price and Selling

1. The more you talk about your price, the lower it gets.
2. The less you say to your sales prospects and customers, the smarter you'll sound
3. Stop thinking it's impossible - or it just might be. Start imagining you can do it - and you will do it
4. You get what you expect, so always expect the best outcome in every business and life situation - no exceptions
5. Winners win because they have a burning desire to win.



"It is easy to be pleasant, when life flows like a song. But the person worthwhile is the one who will smile, when everything goes dead wrong" - Ella Wheeler Wilcox

Focus Office Supplies Client of the Month - sponsored by Lexmark

At Focus we take the attitude that **"the difference between ordinary and extraordinary is that little bit *extra*"**. It is important for Focus to foster client goodwill in order to cement long-term loyal client-supplier relationships - for mutual benefit. With that in mind from this month onwards we will be announcing a Focus Client Of The Month.

To be eligible all a client has to do is have made a purchase during that month or shared the Focus story with their business associates. Each client who does so will be entered into a draw to receive a prize - this month a **Lexmark X342n Mono Laser Multifunction Printer**.

Congratulations to AB Dental Recruitment of Kogarah NSW the first Focus client of the Month

Sign Language - Another Perspective

Spotted in a toilet of a London office: "Toilet Out Of Order. Please Use Floor Below."

In a laundromat: "Automatic Washing Machines: Please Remove All Your Clothes When The Light Goes Out."

In a London department store: "Bargain Basement Upstairs"

In an office: "Would The Person Who Took The Step Ladder Yesterday Please Brink It Back Or Further Steps Will Be Taken"

In an office: "After Tea Break Staff Should Empty The Teapot And Stand Upside Down On The Draining Board."

Outside a secondhand shop: "We Exchange Anything - Bicycles, Washing Machines, Etc. Why Not Bring Your Wife Along And Get A Wonderful Bargain."

Notice in a health-food shop window: "Closed Due To Illness."

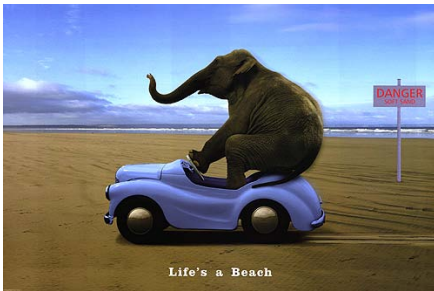
Spotted in a safari park: "Elephants Please Stay In Your Car."

Seen during a conference: "For Anyone Who Has Children, And Doesn't Know It, There Is A Day Care Centre On The First Floor."

Notice in a paddock: "The Farmer Allows Walkers To Cross The Field For Free - But The Bull Charges."

Message on a leaflet: "If You Cannot Read, This Leaflet Will Tell You How To Get Lessons."

On a repair shop door: "We Can repair Anything. (Please Knock Hard On The Door - The Bell Doesn't Work.)"



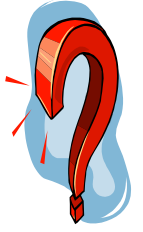
Getting Tough

A company hires a new CEO. This new boss decides to rid the company of all slackers. On a tour of the business, the CEO notices a young man leaning against a wall. To let the staff know that he means business, the CEO walks up to this guy and asks, "And how much money do you make a week?" A little surprised, the young man replies "About \$300 a week".

"Well here is four weeks pay, now GET OUT and don't come back!" Feeling pretty good about his first firing, the CEO looks around the room and asks "What did he do around here?" "Pizza delivery guy" was the reply.

May 2009 Puzzles

Three switches outside a windowless room are connected to three light bulbs inside the room. How can you determine which switch is connected to which bulb, if you are only allowed to enter the room once? _____



Fax answers to (02)95534077 or email editor@focusofficesupplies.com.au

**This month's prize -
Canon Pixma iP3600 Photo
BubbleJet Printer**



Your details: -

Name:

Organisation:

Phone or Email:

February 2009 Quiz Answer.

1. The first number, excluding "and", when spelled out that contains the letter "a", is one thousand.
2. You cannot take a photo of an Indian woman with hair curlers - use a camera.
3. Mount Everest was still the tallest mountain in the world before it was found.



**Congratulations to Wilma Canuti
of OTS Global Logistics - our February quiz
winner.**

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