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Be Careful Who You Condemn

By Scott Brown

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We all know customers are not always right - in fact - often they're completely wrong. But if we allow our customers' "shortcomings" to be the focus of our employees' attentions we're destined to fail.

The inclination to complain about a customer happens to all of us from time to time. After a customer irritates us in some way and eventually walks away or hangs up the phone, we immediately look for a nearby co-worker so we can share our negative experiences.

"Hey Bob. You won't believe this jerk that was just on the phone..."

It becomes a bonding experience for co-workers, but unfortunately it alienates the customer. And when a frontline worker sees a manager dismissing a customer as "stupid" or an "idiot" it becomes clear to them that it's okay to classify customers. Some customers are good and some are just plain dumb. They then feel that they have the ability to determine which customers are worth their time and which ones are not.

This can be a very destructive culture for a business.

So as a manager, you can't allow your employees to see you disrespect a customer in any way. As I have already mentioned customers can be wrong - and yes, sometimes even dumb. But that's not our concern - at least not in this article. It's your job as a manager to keep your employees focused on finding new ways to keep customers happy and to look for problem areas that upset customers so you can prevent problems in the future.

Be Careful Who You Condemn

It's no secret that you and your employees are going to have problem customers, but it's your responsibility to keep your employees focused on the fact that they have a job for one and only one reason - to serve the customer. Without customers, no one has a job.

Keep employees focused on what's important. The good news is that YOU are the one who decides what's important.

Scott Brown, is an insightful and entertaining speaker on management and customer service and creating a culture of service in organizations throughout the country. He is also the author of "Who Cares? Creating Service The Right Way - The Only Way." You can subscribe to Scott's FREE newsletter by visiting www.SBServicePro.com

Seek God First

By Stanley T. Crawford

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Matthew 6:25–34, tells us: 1) God will provide for us, 2) We should avoid worry, and 3) We should seek God first. In this passage, Jesus points out that God provides for our needs. Jesus utilizes examples from nature to describe how God is able to care for us. Jesus talks about God, and his ability to provide our smallest need to our greatest needs (vs. 26 & 28&29)

In addition, Jesus exhorts us not to worry (vs. 31 & 34).

As men and women this is sometimes very difficult to do. Jesus' rationale for us is that we are not able to add to our stature (vs.27). A small example is when we go to extremes to stay young, and unwrinkled. I am not mentioning this to condemn this pursuit, but to say that we should keep our efforts and actions in proper perspective.

Finally, verse 33 is worth committing to memory. This is especially true in today's society. We want to acquire as much materially as possible, and in some cases non-tangibles, such as fame and power. At times, we may pursue material possessions, and non-tangibles to the point that we get dangerously close to compromising our relationship with God. Verse 33 can help us to maintain the proper focus in our lives. Where do you place God in your life?

Stanley T. Crawford, is the editor of, "People of the Bible," and webmaster of <http://www.whatismyname.com>. All Rights Reserved. <mailto:scrawford@whatismyname.com>

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