

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**How Appetizing is Your Feedback?**

**By Ed Sykes**

**How Appetizing is Your Feedback? by Ed Sykes**

Recently, I was watching a rerun of the successful television show, The Cosby Show. The patriarch of this professional family (He is a doctor and his wife is a lawyer.) played by Bill Cosby, was just told by his college-bound daughter that the boyfriend she brought home to meet him was really her fiancé. He was disappointed with the news. Disappointed not in the young man or what he did (he was a "maintenance engineer"), but in the way he was told about this engagement.

Mr. Cosby said that the way he was told was like taking a sizzling, delicious, robust T-bone steak and serving it on a garbage can lid. It's not too appetizing. You know the steak is delicious, but would we really want to eat it? It's not too appetizing.

I ask you, when you give feedback, do you make it appetizing for the receiver of the feedback? Or do you make your "steak" indigestible? We can be giving great feedback everyday and, unless we make it appetizing so others will digest it, our feedback will not acted upon.

The following are ten techniques for making your feedback more appetizing:

**1. Prep for a Great Meal**

Just as you would prep for a great meal, you should prepare to give feedback. Mentally go over the following:

- \* Is the feedback important?
- \* What do I want to accomplish with the feedback?
- \* Who are the persons I will be giving the feedback to?
- \* How will they take my feedback? How can I make my feedback more appetizing for them?
- \* How have they taken feedback in the past?
- \* Is there someone better I can enlist to "serve" the feedback?

Just as you would expect to produce a great meal, mentally expect to have a great feedback session. Take time to visualize the positive interaction and results by giving the feedback. Know that you will

## How Appetizing is Your Feedback?

improve the lives of those you give feedback to and how you will accomplish your goals.

Note: Remember, all feedback, with the goal of improving another individual or situation, is positive. It's when we are not receiving or giving constant feedback that situations turn negative due to misunderstandings.

### 2. Timing Is All Important for a Great Meal

Make sure you are giving the feedback when it is needed. Giving feedback too long after there is need will dilute the "hunger" for the feedback. Giving feedback too early when there is no "hunger" for the feedback will allow your meal, your feedback, to go to waste and not have the impact on behavior that you need.

### 3. Quality Ingredients Are the Start of a Great Meal

Be consistent every time you give feedback so that the person receiving the feedback will know what to expect. Be fair in your feedback. Also focus your feedback on actions observed, not the person. Or, as I say, "point to point, not person to person." Use "I" statements.

\* Be direct in your feedback. Just like you wouldn't want to wait forever to get to the main course, you wouldn't want to wait forever for someone to tell you why they are giving you feedback.

\* Set positive expectations so they want to eat. Instead of saying the following:

"Mike, come by my office today at 3 p.m. so that I can give you some "constructive criticism." Mike is thinking he had rather be having a root canal.

Say the following:

"Mike, come by office at 3 p.m. today. I have some ideas on how to make your job easier (or some other benefit) and would value your feedback."

Remember, in order for the receiver of the feedback to be hungry for the information, apply the "What's In It For Me" (WIIFM) technique. Ask yourself, "What is the benefit to the receiver of my feedback?"

\* Master Our Utensils. Master our utensils, the words we use, when serving the meal. For example, if you noticed someone unfocused in their conversation, you might say the following:

"Sue, slow down! You are rambling too much."

Instead say the following:

"Sue, you sure have a lot on your mind. Let's concentrate on top the three points you want to discuss."

Use positive words to create a great meal.

### 4. Ask for Feedback on the Meal

Encourage the other person to give you feedback on your feedback. This may clear up any

## How Appetizing is Your Feedback?

misunderstandings. Also, it shows that you value the other person's opinion.

### 5. End the Meal on a Positive Note

Appreciate their time, their manners, and overall demeanor to the feedback. Let them know that you appreciate the efforts they are making. Also tell them that you expect that there will be a positive outcome from the feedback session. Also, let them know that you are there to help them succeed.

Apply these techniques at work, home or in the community to ensure that your feedback is more appetizing to others.

Bon appétit!

Ed Sykes is a professional speaker, author, and success coach in the areas of leadership, motivation, stress management, customer service, and team building. You can e-mail him at <mailto:esykes@thesykesgrp.com>, or call him at (757) 427-7032. Go to his web site,

<http://www.thesykesgrp.com>, and signup for the newsletter, OnPoint, and receive the free ebook, "Empowerment and Stress Secrets for the Busy Professional."

## **Good Communication Promotes Positive Feedback On Ebay**

### **By Stephen Pope**

Good communication is the key to encouraging your auction buyers to leave you positive feedback. Such communication also helps avoid most negative feedback on eBay.

#### 1. Good Communication Prevents Misunderstandings

Good communication helps to avoid misunderstandings. For example, if surface shipping takes six to eight weeks but the customer doesn't know this, he may expect almost immediate delivery. When such quick delivery doesn't materialize, he may feel that he has been cheated or that your service is slow and poor.

Thus, try to spell out delivery time frames and other details as much as possible. Is your refund policy clear? Is your product clearly and accurately described in your auction ad? Does your product's quality meet or exceed the expectations created by your auction ad?

#### 2. Prompt E-mail Response

If, for whatever reason, your e-mail response is slow, the customer may assume that you aren't delivering on your promises. Prompt e-mail communication can help reassure the customer and gives evidence of good customer service.

#### 3. Encourage Queries

## How Appetizing is Your Feedback?

Basically, state in your auctions: "If you have any questions about this auction, please e-mail me." If a person is expecting instant delivery of an e-book but instead you send him the information via the postal service, he might be disappointed. Nip all such problems in the bud by encouraging your prospective buyers to ask questions.

### 4. Ask for Positive Feedback

How can you encourage buyers to leave positive feedback for you? Simply state that you'll leave positive feedback for them after you've received theirs.

Since they are leaving the feedback first, they will hesitate to leave you negative feedback, knowing that you may respond in kind. If you leave positive feedback for the buyer first, they may never return the favour.

### 5. Reversing Negative Feedback

With good communication, you can often avoid receiving negative feedback. Try to do everything that is reasonable to make your customer happy.

However, what if you do receive negative feedback on one of your auctions? What can you do about it?

Under certain, very limited circumstances (such as an extortion attempt), eBay might reverse negative feedback unjustly given to you. In most cases, however, eBay will not reverse negative feedback.

You can use eBay's "Mutual Feedback Withdrawal" procedure. This is where both the buyer and seller agree to withdraw negative feedback from each other. Thus, the negative feedback will be removed from both of your total scores (thus improving both feedback ratings).

The negative comments themselves won't be removed by eBay. However, your comments left in response to a negative feedback will also stay to tell your side of the story.

Yes, good communication can lead to more positive feedback from your auctions. Such communication can also help you to avoid and even reverse negative feedback. So, by all means, promote positive feedback on eBay through good communication.

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty-five years. To learn more about Internet auctions and other profitable Work at Home Small Business Ideas, visit

<http://www.yenommarketinginc.com/auctions.html>

How Appetizing is Your Feedback?



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**