

Your attitude can make or break your success

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When you walk into a store to buy something, what do you expect?

Most people expect to encounter someone friendly and helpful, to be served in a timely manner, to be given a fair value, to be presented with a good product and to be thanked -- whether or not they make a purchase.

But typically, you get a mechanical welcome, with someone feebly asking, "Can I help you?" In some situations, you may encounter clerks who tell you what they can't do for you, versus what they can do. They use the word "policy" in explaining why they can't help you, and they seem unable to understand that just because the store is out of an item, that doesn't mean you don't still want it or need it. Or that you'll go to a competitor to get it.

Many companies have multiple locations where the products are the same, but the service is not recognizable from place to place. One may be fantastic, while the other may be pathetic. Such inconsistency can make or break a business.

Companies spend millions of dollars on advertising, branding, merchandising and every other element of marketing. But if there are people involved in the business, marketing means nothing unless those people are great.

I often ask people in the working world, "How's it going?" I get disappointing answers such as, "Just three hours to go." Or "Thank goodness it's Friday."

What kind of statements are those? What does that tell you about what kind of employees they are?

When you go to a hotel, a \$50 million business rests on the shoulders of the front-desk clerk. That's the first impression you have. In a retail business, it's no different. The advertising may get you to come into the store. But from there, it's all about the retail clerk.

What is your company like? Do you have employees who hate their jobs? Do you have workers with an attitude?

Here's what you can do:

1. Set the example by being your best and doing your best.
2. Hang around with the winners, not the whiners.

3. Create best service practices and have everyone implement them.
4. Conduct weekly, internal positive attitude training.
5. Look at the best companies in America for practices you can adapt and adopt.
6. Do your best at everything, every day.
- 6.5. Work on your own attitude.

Anything less than the best is unacceptable. But here's the secret: Don't do it for your company -- do it for yourself.

Real winners are few and far between. And making yourself one is a choice.