



**CONVENTION**  
***GRAND "OLE" OPPORTUNITY***  
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***"CUSTOMER...***  
**(DANCER)**

...A person who buys, one who buys from,  
or patronizes, an establishment regularly,  
any person with whom one has dealings (Webster's)

***SATISFACTION..."***

...Something that brings gratification,  
pleasure or contentment, anything that  
brings settlement of a debt (Webster's)

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**HENRY FORD ONCE SAID:**  
“Coming together is a beginning;  
Keeping together is progress;  
Working together is success.”

**CUSTOMER (ie; DANCERS) SATISFACTION**

There exists a relationship between the desired results and customer satisfaction, customer loyalty and customer retention. Any business without a focus on customer satisfaction is at the mercy of the market.

**DISSATISFIED CUSTOMERS ARE AN INTERESTING GROUP.**

For every one that complains there are at least 25 who do not. Dissatisfied customers by word of mouth will tell 8 to 16 others about their dissatisfaction. With web sites, FaceBook, Twitter, etc. some are now telling thousands.

Ninety one percent of dissatisfied customers never purchase goods or services from the company again. A prompt effort to resolve a dissatisfied customer's issue will result in about 85% of them as repeat customers. Depending upon the business, new customer sales may cost 4 to 100 times that of a sale to an existing customer.

Dancers are volunteers, both in attending a dance or being an officer in a club. As a volunteer, Dancers do not have to be there - so, treat dancers well - all the time.

**LOYAL CUSTOMERS**

Without loyal customers, eventually a competitor will fill those needs and your customer retention rate will decrease. There has been less research on satisfied customers to determine what it takes for a satisfied customer to change. Why take a chance on mere satisfaction? Loyal customers don't leave even for an attractive offer elsewhere. At the very minimum they will give you the opportunity to meet or beat another offer. One of the ways to help obtain loyal customers is by having products and services that are so good that there is very little chance that the customer requirements will not be met. Of course one of the difficulties is understanding the true customer requirements (problem). Even when you have the requirements in advance the customer can and will change them without notice or excuse. Having a good recovery process for a dissatisfied customer is a necessity.

**WHAT IS A CUSTOMER (Dancer)?**

- A customer is the most important person in any business
- A customer is not dependent upon us - we are dependent on them.
- A customer is not an interruption of our work. He is the sole purpose for it.
- A customer does us a favor when they come in.
- A customer is an essential internal part of our business - not an outsider.
- A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect.
- A customer is a person who comes to us with needs and wants. It is our job to fill them.
- A customer deserves the most courteous attention we can provide. They are the lifeblood of every business. Without them our doors close.

Lots of surveys have been done on why customers do not give a business repeat business. Some reasons are:

Moved	3%	Other Friendships	5%	Competition	9%
Dissatisfaction	14%	<b>Employee Attitude</b>	<b>68%</b>		

*“Feeling gratitude and not expressing it,  
is like Wrapping a present and not giving it.”  
(William Arthur Ward)*

## **ATTITUDES**

In order to know how you are doing in this area of attitude there must be some measurement. Data indicate that less than 4% of dissatisfied customers ever bother to lodge a complaint. Most just take their business elsewhere. Test this on yourself. The next time you get less than what you consider ideal at a store, business supplier, restaurant, movie theatre, hotel, Square/Round Dance, or any other business, what do you do?

**Make your attitudes your allies:** Spend some time each day answering this question:

“How can I give more than is expected of me?” Then apply the answers. Put service first and the money will take care of itself. Grow your attitudes that will eventually carry you forward to success.

1. Grow the “I’m activated” attitude. Results come in proportion to enthusiasm invested.

Three things to do to activate your self are:

A. Dig into it deeper. When you find yourself disinterested in something, dig in and learn more about it. This will set off enthusiasm.

B. Lift up everything about you; your smile, your handshake, your talk, even your walk. Act alive.

C. Broadcast good news, no one ever accomplished anything positive telling bad news.

2. Grow the “You Are Important” attitude. People do more for you when you make them feel important. Remember to do these things:

A. Show appreciation at every opportunity. Make people feel important.

B. Call people by name.

3. Grow the “Service First” attitude and watch how money will take care of itself. Make a rule in everything you do, “give people more than they expect to get.”

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## **SEVEN STEPS TO CUSTOMER (Dancer) SATISFACTION:**

1. *Encourage Face-to-Face Dealings.*

This is what I call “pressing flesh” - nothing takes the place of a warm smile and a firm handshake (Yellow Rock). Be a good listener, you would be surprised what you will learn.

2. *Be Friendly and Approachable.*

Make yourself available, when on the phone talking to a dancer, smile. Some sales people will tell you that they can detect a smile over the phone. Make sure that you discover the “true” need of the dancers you meet.

3. *Have a Clearly - Defined Service Policy.*

If a dancer has a problem, what should they (or you do). Make sure you understand the need and then suggest a solution to remove the problem from their mind.

4. *Attention to Detail* (also known as ‘The Little Niceties’)

Over twenty years ago I made up a personal card to write notes to dancers. In the note

was written a personal message “just” for that dancers. Be personal with the dancer - this

will show that you really do care about their well being. Know birthdays, mention anniversaries, birth of Grandchildren, graduations of school/college; well, you get the idea.

5. *Respond to Messages Promptly and Keep Dancers Informed.*

This goes without saying. You may not be able to respond right away, but a call letting the dancer know when you will get back to them about an inquiry. This is a big deal with someone who is worried about a solution to a problem.

6. *Anticipate Your Dancer’s Needs & Go Out Of Your Way to Help Them Out.*

This is a tough one, because in social activities there are a tremendous number of individual ideas and egos. However, do your best to resolve needs (and wants) in an effort to satisfy the dancers. Ideas come up during club meetings and most of the time there is a vote taken to implement the idea or not. If a vote defeats the idea, do your best to smooth the dancer who came up with the idea.

7. *Honor Your Promises (ie; keep your word).*

It’s possible that this is the most important point of the seven. Keeping one’s word is the strength of any leader. Back in the early ‘80s there was a caller who had a contract to call a dance and the caller accepted an offer to call (with higher pay) from another club. This caller took the next 15 years trying to get this decision forgiven. Dancers will not forget these types of actions. Treat the dancers like the friends they are.

**“REMEMBER, THERE IS NOTHING MORE IMPORTANT THAN THE DANCER.”**

**ATTITUDE IS EVERYTHING:**

At the 2002 National Square Dance Convention® in St Paul, Minnesota Jerry Junck delivered the Keynote Address; The title of his speech was “**ATTITUDE IS EVERYTHING.**” This was one of the finest talks on Attitude I ever had the privilege of attending. You can get a copy of Jerry’s presentation by visiting web site <http://www.wesquaredance.com/JerryJunck>. Make sure you capitalize JerryJunck. (Just the J’s). Click on “Written Articles.”

One of the most comprehensive square dance web sites is [www.ceder.net](http://www.ceder.net) provided by Vic & Debbie Ceder. Visit this for a fantastic journey through square dancing activities.

Another web site [www.simpletruths.com](http://www.simpletruths.com) you may want to visit to find a lot of publications on Human Behavior subjects. The book titled “**Attitude Is Everything**” by Vicki Hitzges is an excellent short book that will provide ideas to help create a better attitude.

**Some Quotes:**

Every person knows more than you about something.  
If you don't learn from them, it is your loss not their's .  
Lonnie W. Adams, (1921-1980)

You don't live in a world all alone.  
Your brothers are here too.  
Albert Schweitzer (1875-1965)

*“If you want to lift yourself up,  
Lift up someone else.”  
(Brooker T. Washington)*

The customer is not always right,  
you just have to treat them like they are.  
Paul Walker (1938- )

*“A lot of people have gone farther  
Than they thought they could because  
Someone else thought they could.”  
(Zig Ziglar)*

**“THERE IS NOTHING MORE  
IMPORTANT THAN THE DANCER”**

++++++*End of handout*++++++