

ADMINISTRATIVE VIEWS

Accurate Business Services (Contact: Jeannine@Accbizsvcs.com)

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The Master of Time

Quite often when I'm at a networking function, I will ask associates how their business is doing. The answers usually include something along the lines of:

"I'm REALLY busy", "I'm working on a MILLION things right now", or "I met myself coming and going today!"

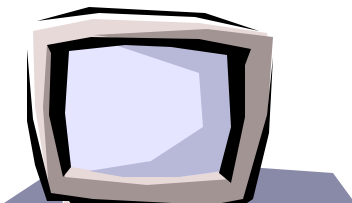
As I'm sure you must know, being overly busy doesn't always result in success. The key is doing productive things that yield results.

My usual response is one I've stolen from my buddy, Dr. Phil: "So, how's that working for you?"

Many of my networking buddies seem amazed that I can juggle all the balls that I'm involved with. What's my secret?

Knowing my limits, focusing on the important things in life and in my business, and outsourcing priority tasks to someone with an expertise that allows me to do things that make my business grow.

Like many of my associates, I used to think I was saving a lot of money by doing it all



**Rent of Space for
In-House Employee
\$2,250/yr. ***



* Source: U.S. Chamber of Commerce

myself. What I've learned is that if I'm not making the time to grow and market my business to new clients, I'm not maximizing my time.

When I first started my business it was a convenient excuse. I could do other things, rather than make that dreaded "cold call" to a prospective client. Make a resolution to use your time wisely, maintain a balance that works for your lifestyle, and don't push yourself beyond your

"Knowing my limits, focusing on the important things in life and in my business, and outsourcing..."

abilities.

One of the easiest ways to do that is to delegate your workload! If you're spending a few hours each day licking stamps, putting product brochures/information together, or half a day creating an order form, you're not utilizing your time to reap the best results. So, delegate some projects to an outsource professional and reach a higher level of success!

Developing a Positive Workplace

With the economic struggles and downsizings many companies have endured recently, morale among staff has suffered. One of the key steps in boosting spirits and maintaining an efficient staff is fostering a positive workplace. Employees perform better when they feel encouraged and supported by their supervisor and coworkers.

This isn't an easy task, though, particularly during

difficult economic times. Establishing the right atmosphere starts with management, but it also requires the time, energy and effort of everyone in the office.

Following are a few suggestions for creating a positive workplace:

?? Lead by example. Publicly recognize a coworker's accomplishments or offer to help a colleague who may be unusually busy. Show you'll do whatever it takes for your group to succeed.

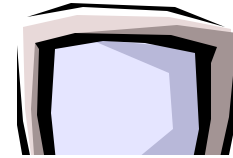
?? Encourage and demonstrate trust. Foster a safe-to-risk environment and allow people to make important decisions. When an employee makes a mistake, review the situation with him/her and offer solutions for how things could have been handled differently. Continue to provide guidance and assistance as staff members take on more responsibility.

?? Communicate openly. Regularly invite feedback and suggestions from employees. During major initiatives, keep your team informed, as appropriate.

?? Provide teamwork. Delegate and give your staff ownership of key projects when possible. Tell them

to create a festive atmosphere. Hold a monthly celebration with snacks, conduct a meeting outside, or have an office-decorating contest. The key is to use your imagination and choose things your group will enjoy.

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“Encourage and demonstrate trust.”



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Print Screen

If you've ever had to try and explain a computer configuration or process to someone over the phone, you know the process can be quite frustrating. You are never quite sure if the person on the other end is looking at the same thing on their screen that you are.

You can easily print what you see on the screen by utilizing the following procedure. Word, in conjunction with Windows can capture the entire screen, or single dialog box to the Clipboard by pressing the print screen button (ALT + print screen), then paste it into a Word document using the paste function, or CTRL +V. Then you can add any explanatory text and save the document to print, fax, or e-mail to anyone necessary.

Compliments of: www.vitalnews.com/wordtips/gold.htm

Business Ethics Solutions

Have a specific business or personal ethics dilemma? Let us help you make the most ethical decision possible.

E-mail your ethical situation and we'll help you find the most ethical solution.

If you're willing, we'll print your story here, and provide our readers with some "food for thought" when dealing with ethics in the workplace.

Questions to help you make ethical decisions:

1. Is it legal? (Does it follow company policy?)
2. Is it fair to everyone (even if not represented in this issue)?
3. Will it do harm? (Will your decision physically, mentally, or ethically harm anyone?)

E-mail your ethical questions to:
Jeannine@accbizsvcs.com

Giving the Gift of Great Customer Service

By Lydia Ramsey

Do you find yourself on a constant search for innovative and creative ways to thank your customers for their business? What is the perfect gift and when is the ideal time to give it?

During the holidays, everyone is flooded with food, flowers, cards and calendars from vendors of all sorts in an effort to show appreciation and keep good customers coming back. Do you think that if you start earlier in the year pondering this issue that you'll come up

with just the right thing that will wow your customers?

You don't need to. The perfect customer appreciation gift is right under your nose. It is simple, easy and costs you nothing. You can give it every day without any extra time or effort, and everyone will love it. People will tell their friends; and since they will want it, too, they will become your new customers.

Have you figured it out yet? The perfect gift you can give every day to any one who walks in your door is great customer service.

So what do you actually have to do to offer stand-out-from-the-crowd customer service? Here are a few simple, but winning tips:

Smile. This will take a few folks by surprise, but they will most likely return the smile.

Make eye contact. Looking at customers when you greet them has a remarkably positive effect.

Call people by name. It makes them feel valued.

Be respectful. Don't use first names until the customer asks you to.

Remember to say, "Please," "Thank you," and "You are welcome."

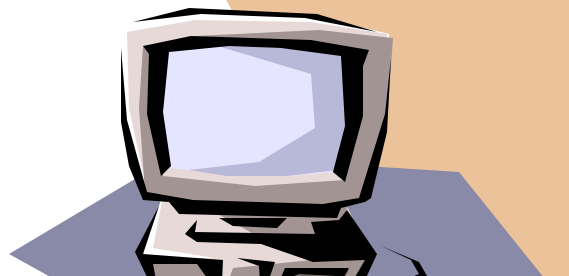
Pay attention to what people say and watch their body language to see how they are feeling and reacting to you.

Show an interest in people. If your customer mentions he needs that item before taking the family to Disney World, make a note, real or mental. The next time he comes in, ask about the family vacation.

None of these suggestions is unique. It is not as if no one ever tried them before. It's just that so few people are doing these simple things that if you do them, people will notice.

The next thing you know, you'll have to hire more employees and get a larger space to accommodate all of your loyal customers and your increased business.

*Lydia Ramsey is a business etiquette expert and the author of *Manners That Sell*. She conducts presentations for organizations that want their employees to be at ease in business situations and to represent them well in the marketplace. You can visit her website: www.mannersthat sell.com and sign up for her free monthly newsletter at <http://lydiaramsey.com/signup/index.html>.*



“What is the perfect gift and when is the ideal time to give it?”

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