

Your Staff Learns By Example

By Kennette Reed

Your Staff Learns By Example

Kennette Reed
kennettereed@kennettereed.com

Kennette Reed & Associates <http://www.kennettereed.com>

Your Staff Learns By Example

by Kennette Reed

I once read, "Service encounters are moments of truth." The mistake many companies make is not realizing that these moments of truth arise out of both internal and external service encounters. Internal staff encounters exemplify a company's service philosophy. Each time a staff member is disregarded or goes unacknowledged, a message of unimportance is sent. Often this message results in the staff member exhibiting a lack of interest or caring about how customers are served. This apathetic behavior leads to staff members questioning the importance of their role in the company. Feeling unimportant can lead to the question no staff member should ever need to ask, "Why should I care?"

About the Author

Kennette Reed, CLP, is a freelance writer, marketing professional, public speaker and interior landscape consultant. She publishes a monthly customer service ezine, Customer Connections, has written numerous articles, an ebook, How to Break Into the Interior Landscape Business and provides customer service and marketing consultation services to firms across the country.

Customer Connections FREE newsletter subscriptions
<http://www.kennettereed.com/page414029.htm>

How to Break Into the Interior Landscape Business ebook
<http://www.DreamJobsToGo.com?10490>

THIS ARTICLE MAY BE FREELY PUBLISHED

Please use my byline, send notification of publication,
forward copy of published article and send date of publication.

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)