

Unbelievable Customer Services



“There are two types of people who never achieve very much in their lifetimes. One is the person who won’t do what he or she is told to do, and the other is the person who does no more than he or she is told to do.” Andrew Carnegie

Our clients choose Strategic Results for the management of their meetings with the expectation of flawless execution on our part. They will settle for nothing less, nor should they. While we are not the scientists who will make extraordinary changes in the quality of human life over the next several decades, the work we do is an integral part of the success that these men and women will ultimately achieve. When we do our jobs to the best of our abilities, we create the most productive atmosphere possible for our clients’ meetings. Our work behind the scenes allows the focus of each meeting to stay trained upon the work our clients and their guests come to share. Your part in each meeting is a key piece in what many would call a larger than life puzzle.

Some of our clients’ guests will come from around the corner and act as though they have come half way around the world. Others will actually undertake long, and sometimes arduous, journeys and act as though it took no more effort than a stroll to pick up coffee and the morning paper. All will be exceptionally bright; some will be truly brilliant. Some will be painfully aware of their own importance; others humble to a fault. Some will have special needs; others will think each of their needs is special. As part of the Strategic Results team, you must bring the only constant, predictable and essential ingredient to the table. You must serve each of our clients and every one of their guests exactly the way you, yourself, would want to be served. Every telephone call, email, and face-to-face encounter must be imbued with respect, warmth, and sensitivity. Each of us must convey a sense of urgency in addressing each person’s concern(s), whatever the scope.

While regularly practicing acts of the extraordinary is no small feat, there are some practical suggestions to help us incorporate this approach into our day-to-day interactions.

- A little thought or reflection will quickly help you see the difference you can make in any activity. Before you pick up the telephone, start a response to an email or answer a question at a meeting, take time to remind yourself that your goal is to make a positive difference every time you connect with our clients.
- Remember that every person you encounter is either a client or a potential client.
- Add or create new value to even the most ordinary experiences by doing more than is expected.

- Anticipate needs and meet them in advance. Your experience with meeting planning makes you invaluable to our clients' guests. From on-line registration all the way through to the last flight out of town on the meeting's final day, our goal is to anticipate problems and find solutions to them, before they become issues for our customers. This approach adds tremendous value to the overall meeting experience.
- Make it easy for our clients and their guests to get what they need. Think of yourself as the insider who knows how things work. Use your knowledge and expertise to help them understand what may appear to be a complex or overwhelming situation.
- While substance is more important than appearance, there is no denying that people are drawn to the attractive. Consider the appearance of anything we put before our customers. Be intentional about representing Strategic Results with the most aesthetically pleasing materials possible.
- Allow your personality to shine through. While maintaining an appropriate level of formality and respect is obviously important, extending yourself genuinely and enthusiastically creates a positive and indelible memory of you, and adds value to our service.
- Avoid dispensing misinformation. If you don't know the answer to a question, say so. If appropriate, offer an explanation for why you don't know the answer, and always offer only what you can in the way of accurate information.
- Even as we dedicate ourselves to regularly practicing acts of the extraordinary, mistakes happen. There is nothing gained by assigning blame, but value is always added by taking responsibility for solving problems regardless of who caused them.
- Success is built on relationships, and relationships are built one at a time. You will undoubtedly enrich the process by combining your own personal style with the following ways to build relationships.

Be real.

Insincere fawning over clients will produce distrust. Trust is a prerequisite for relationship building so do your best at being yourself. Allow your efforts on behalf of our clients to come from who you really are, what you truly believe in, and the things to which you are committed.

Be interested.

Take time to get to know and show genuine interest in the people with whom you interact. Seek opportunities to learn something about each of our clients and their guests that will help you serve them better and add value to their experiences with us.

Be a better listener.

This is an important skill to develop. Listening is the best way to show interest, and gather practical information that can be used to create/add value for our clients.

Be empathic.

Make it a priority to understand the feelings of our clients. You may become frustrated with the requests/demands that are placed upon you. Before giving way to that feeling, put yourself in the customer's shoes. Direct your energy toward finding the best solutions to whatever problems, concerns, and/or questions come your way.

Be honest.

Say what you will do, and do what you say. Do not promise the moon if you can't deliver it. If you do promise the moon, you better be related to someone very high up in NASA!

Be helpful.

Use your very best manners. Hold a door; offer a chair; hang up a coat; provide pencil and paper; return calls, provide a cool drink or a hot cup of coffee; respond to requests for directions by escorting people to the rooms they are seeking. Remember your manners and people will remember you.

Be prompt.

Saving time by being prompt and efficient demonstrates respect. Save a person time and earn their appreciation. Waste a person's time and earn their contempt.

When our clients call upon us to bring the world's great minds together for one or two day symposiums, they entrust us with their reputations. Committing ourselves to the pursuit of excellence and achieving it time after time secures our reputation as experts in complex, pioneering meetings.