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# The Results Register

October 2002

Volume 2 Issue 10

THE QUINTESSENCE CORPORATION  
*Cultivating Potential into Performance and Profit*

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## *Effective Communication*

**A**s we think about our everyday life we find most problems occur because we have failed to communicate clearly with someone. If we take a moment to think about why, in almost every case, we find that someone did not listen to what was said. This holds true in sales as well as in our personal lives.

If we are to have effective communication with each person we talk with we must “tune the world out and the person in”. This action allows us to build *rapport* and *trust* much quicker with the person to whom we are talking. The more trust between you and them, the more openly they will share information. The rapport and trust you have will only increase if you follow this simple action guide each time you communicate with people.

The following are ten do’s and ten don’ts that will improve your listening skills and overall communication.

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*So, what do you think?*

## *The High Performance Work Force*

*By Ryan Scholz  
Leadership Strategies Associates*

**P**eople can make a difference in the profitability and success of an organization. This is the conclusion reached in two

recent books I have read – *Peak Performance* by Jon Katzenbach and

*Hidden Value* by Charles A. O’Reilly and Jeffrey Pfeffer.

Katzenbach characterizes a high performance workforce as follows:

- 1) A large number (more than a third) of employees consistently exceed the expectations of their leaders and customers.
- 2) The average worker performs better than the average competitor worker.
- 3) A strong emotional commitment to higher standards and aspirations is reflected across the workforce.
- 4) The collective performance of the workforce is a competitive advantage and is extremely difficult to copy.

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## *Motivational Quotes*

*“The three great essentials to achieving anything worthwhile are; first, hard work, second, stick-to-it-iveness, and third, common sense.”*

– Thomas Edison

*“You cannot escape the responsibility tomorrow by evading it today.”*

– Abraham Lincoln

Continued from page one – *Effective Communication*

Do's and don'ts that will improve your listening and communication skills.

### **Do...**

- Be patient
- Make eye contact
- Take brief notes of key points
- Offer nonverbal and verbal encouragement (facial expressions, head nodding, 'mm-hmms')
- Read between the lines for the emotional message - wants, frustrations, etc.
- Allow for periods of silence
- Let the person speak as long as they want
- Ask clarifying questions at the end
- Summarize what's been covered
- Assume you haven't understood everything correctly

### **Don't...**

- Half-listen, filter or selectively listen
- Make assumptions about what clients mean before they say something
- Jump to conclusions
- Be too eager to talk about your solution
- Agree too readily, without hearing the customer out
- Interrupt
- Finish the client's sentences
- Daydream
- Take so many notes that you never look up
- Click your pen, tap your fingers or otherwise distract the customer or yourself

Being *courteous* and *attentive* when you are communicating with people always allows them to share more detailed information and feel good about doing so.

Practicing these tips and following an action plan for twenty-one to twenty-eight days will make it a *habit* for you. Once you do this automatically your sales will increase and day-to-day communication with everyone will improve.

Regardless of how well you know someone, show them you really care, actively listen “**really listen**” to what they say each time you talk to them.

Source: Billy Williams, President of People Development Company, Silver City, NC.

## **Breaking The Habit**

**W**ant to stop that habit of overeating, smoking, drinking...? Every time you find yourself about to engage in the behavior you are trying to control, jot down in a notebook or journal that you carry with you, the time of day, situation, your mood and any other influencing factors. Begin to notice patterns and a trigger of what starts the behavior for you. If you find that you have a cigarette after dinner with your coffee, perhaps the coffee and lingering at the table contribute to this behavior. To break the habit, leave the table immediately. Forget the coffee. Go brush your teeth and use some mouthwash. Stop triggering the cigarette and replace your after dinner behavior with something else. Awareness of the behavioral triggers is a way to begin to break a habit.



*"We are what we think. All that we are arises with our thoughts. With our thoughts, we make the world."*

- Buddha

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Continued from page one – **High Performance Work Force**

What then, is the secret to developing a high performance workforce? The answer is simple – **leadership**. In sports we see a new coach take over a team with essentially the same players as the year before, yet produce dramatically different results. We can look close by to the University of South Carolina and Lou Holtz to see a vivid example. In business, as in sports, leadership can have dramatic impact on the performance of the team. I have personally seen examples where two groups of people from essentially the same population perform dramatically different.

Although the answer is simple, the implementation is difficult. The key to unleashing the potential of people is to get the emotional commitment of the workforce to the goals and needs of the organization. This only happens when the personal needs of employees is balanced with the needs of the organization. It takes a lot of time and effort to make the change necessary to achieve a cultural change. It begins by developing an attitude within the organization that people matter and can make a difference.

Is your organization achieving all that it can? If not, are you blaming the people or are you looking at the leadership capability in the organization? Could another “coach” achieve different results?

The good news is that leadership can be developed – it is not inherited. Anyone can become a better leader.

**LEADERSHIP**  
*Training*

*Need help developing leadership in your company? Call today –*

**THE QUINTESSENCE CORPORATION AT 215-321-8914 OR**

**E-MAIL: [INFO@TQC.COM](mailto:INFO@TQC.COM)**

**Web Site Of The Month!**

**InfoAging**



This site is dedicated to providing the knowledge we all need to live healthier, longer lives. The site delivers the latest research-based information on a wide range of age-related diseases, conditions, issues, features, and news. Also provided is the latest information about new aging research tailored for a non-medical audience.

Check it out at: [www.infoaging.org](http://www.infoaging.org)



**ONE  
MINUTE  
IDEAS**

## ***E-mail Address***

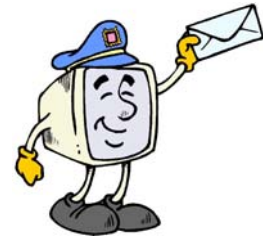
Did you know that letter case doesn't matter in e-mail addresses?

[WHOZIT@WHEREVER.COM](mailto:WHOZIT@WHEREVER.COM)

is the same as

[whozit@wherever.com](mailto:whozit@wherever.com).

[WhoZit@wHeReVer.Com](mailto:WhoZit@wHeReVer.Com) is also the same address.



Some people believe it is easiest to just type all e-mail addresses in lowercase. Often it makes more sense to use whatever case will make an address easier to read and understand.

For example,

[janedoe@internetservice.net](mailto:janedoe@internetservice.net)

is harder to read than

[JaneDoe@InternetService.net](mailto:JaneDoe@InternetService.net)

Source: Pat Zickefoose, Virtual Business Assistant

## ***Awareness***

Recognize your strengths and weaknesses so that you play to your strengths. Figure out how to manage around your weaknesses.

## *Train Staff Before Changing*

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**B**ragging about your customer service without first training the employees who will deliver that service is like sitting on a branch as you saw it off. To prove that point, Dennis McCarthy, president of Paradigm Group, a Connecticut-based consulting firm, tells a story about a company that hired him to improve its image.

He started by talking to some of its best customers and soon learned that many weren't satisfied. One of their biggest gripes: the near-rude treatment they got when they called the company.

Then, on the day he was to meet with senior managers, he noted the company's full-page ad in two major daily newspapers. The ad boasted about the company's "improved customer service," listed an 800 number and urged people to call "and experience the difference."

At the meeting, he asked if those who would handle the calls to the 800 number received any additional training. The answer came from the marketing director, who said, "We didn't have time for that. We had to act fast to improve our image, and ads are a good starting point." Worse yet, McCarthy learned that the phone reps didn't even know about the new customer service campaign.

Source: *The Loyalty Link: How Loyal Employees Create Loyal Customers*, by Dennis G. McCarthy, John Wiley & Sons Inc., 605 3rd Ave., New York, NY 10158.



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