



3R's

What makes you angry?



3R's

Indifference.

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3R's

Don't care what you do...



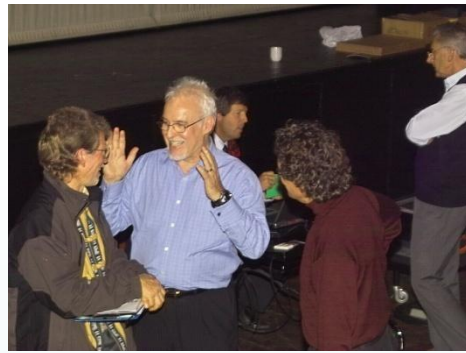
3R's

Just don't ignore me.

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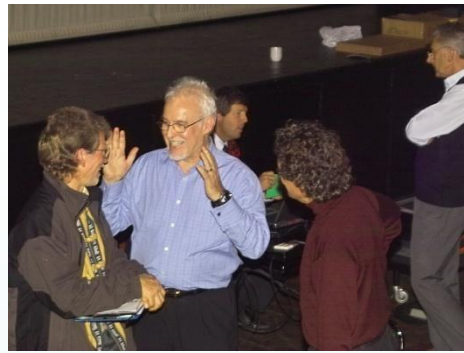
## 3R's



- 26<sup>th</sup> Jan: Working with Everris senior managers at BTME 2012
- 1<sup>st</sup> Feb: Motivational Talk at the Etihad Stadium for Greensleeves
- 10<sup>th</sup> Feb: Team Building event at Burnham Beeches Golf Club
- 15<sup>th</sup> -17<sup>th</sup> Feb: Time Management Tour for TGI Golf Partnership
- 18<sup>th</sup> Feb: FEGGA Conference Session Moderator in Prague
- 22<sup>nd</sup> Feb: One day seminar for Effingham Golf Club in Surrey
- 29<sup>th</sup> Feb: Dealing with Difficult People for CEPC, Regents Park
- 1<sup>st</sup> March: Essential Management Skills Day 2 in Newport Pagnell
- 15<sup>th</sup> March: Better Communications for GC Employers in Bolton
- 29<sup>th</sup> March: Better Communication for GC Employers in Wimbledon.



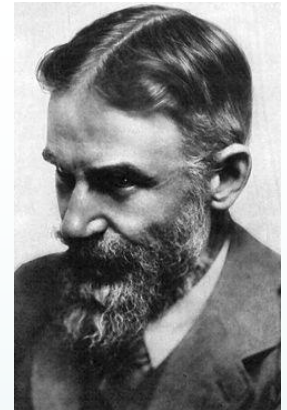
## 3R's



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- Seven out of my next 12 events are about customer service.*
- 29<sup>th</sup> March: Better Communication for GC Employers in Wimbledon.



3R's



The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself.

Therefore all progress depends on the unreasonable man.

George Bernard Shaw

1856 -1950.

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3R's

Stop being reasonable...

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3R's

Start being unreasonable.

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3R's

Stop giving reassurances...

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3R's

Start being real.

Visit [franknewberry.com](http://franknewberry.com)



3R's

Stop offering remedies...

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3R's

Start rating yourself honestly.



3R's

Stop accepting second best...

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3R's

Start getting angry...



3R's

Start getting rave reviews.

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3R's

That can't be right?



3R's

Sometimes it can!



3R's

If you don't get angry...



3R's

Nothing will get done.



3R's

4 parts to getting things done...



3R's

Thinking part.

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3R's

Feeling part.

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3R's

‘Willing’ part.

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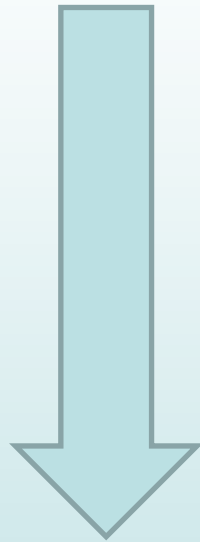
3R's

Doing part.

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3R's



Thinking  
Feeling  
Willing  
Doing (Being).



3R's

Being the person that  
gets things done.



3R's

Being the person that  
gets rave reviews.



3R's

Being the club that  
gets rave reviews.

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3R's

How do you get  
gets rave reviews?

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3R's

By providing the 3M's



3R's

# Memorable Membership Moments.

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3R's

7 key success measures  
and 40 areas of audit



3R's

# Success Measures First



3R's

# 1. Customer Service culture.



3R's

## 2. Dialogue and engagement



3R's

3. Alignment of products and services with mission.



3R's

# 4. Organisational adaptability



3R's

# 5. Data driven strategies.



3R's

## 6. Alliance building.





3R's

7. GM is a broker of good ideas for the volunteer 'board'.



3R's

40 areas to audit to help you  
calibrate the excellence of  
your customer service



3R's

Like you to look out for the  
ones that might need  
some attention



3R's

Then we can compare notes  
and see if we are all OK



3R's

Or not.

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3R's

1. Easy access to information.



3R's

2. Easy access to right person.



3R's

3. Right person has  
competence, expertise  
and knowledge





3R's

4. Customers/members think your 'offering' is good value.



3R's

5. Good atmosphere and healthy environment.



3R's

6. Employees attentive  
and helpful.



3R's

7. From outset customers or members got more than they expected.



3R's

## 8. Employees friendly and empathic



3R's

## 9. Employees honest and efficient



3R's

# 10. Employees proactive



3R's

11. The premises are  
fully staffed





3R's

12. Staff are focussed  
and professional



3R's

13. Rules empower staff to  
be caring and effective



3R's

14. There is an implicit understanding of members needs.



3R's

15. Complaints and problems resolved in a caring and efficient way



3R's

16. There is a dedicated,  
single point of contact



3R's

17. Club is 'customer-centric'  
i.e. focus is on the individual  
who is not 'just a number'



3R's

18. Club policy clear and easily explained



3R's

19. Feedback to club easy  
to give and encouraged





3R's

20. Only helpful promotional material sent out - no junk mail



3R's

21. Members get regular updates on how club is progressing



3R's

22. Club has caring policy for  
distressing or upsetting  
situations



3R's

23. Staff understand and appreciate value of transactions



3R's

24. Staff work hard to provide  
memorable membership  
moments



3R's

25. Customers get a customised service not just a standard one



3R's

26. Customers feel they are part of a group not alone



3R's

27. Customers find it is easy to make friends with other customers in the club





3R's

28. Customers feel they will enjoy a long term relationship with the club and its people



3R's

29. Customers feel their business (£) is valued



3R's

30. Customers feel they are trusted and valued by staff



3R's

31. Paperwork and invoicing  
consistently accurate



3R's

32. Club keeps its promises  
and maintains its standards



3R's

33. Staff agree specific actions  
and keep their promises



3R's

34. Equipment and processes used to serve customers are flawless in operation



3R's

35. Customers can see staff  
are trusted and not  
supervised closely





3R's

36. Customers feel they and their belongings are secure on the premises



3R's

37. Customers feel club is desirable and they can 'show off' their membership to others



3R's

38. Club is keen to evaluate and improve its performance



3R's

39. Customers feel their loyalty  
(e.g. renewals) is rewarded



3R's

40. Customers get a quick response to any queries



3R's

Time to compare notes  
and see if we are all OK



3R's

Audience members  
compare notes and set priorities



## 3R's

‘If you always do what you always did,  
you will always get what you always got.  
Recovery lies in the places you avoid’.

R. Bandler and J. Grinder.