

## **MFB News – May 2010**

### **Customers Demand Trust and Security: Sales Success through Emotionally Committed Employees**

The customer is king again. As without your customers you have no business. Customers don't expect you to be perfect, but they do expect you to fix things when they go wrong. The higher the level of satisfaction a customer has is one of the determining factors in the success of any business. Customers are always looking for companies they can trust. They reward those that meet or exceed their expectations; they allow the others to fail.

If you can build trust, loyalty follows. And trust is earned when the customer's desires are always foremost on your employees' minds. About 70% of customers' buying decisions are based on positive human interaction with sales staff. Hence, it is your employees who build the most important bridge between your company and your customers. The best way to achieve customer enthusiasm is not through technology, but through emotionally committed people - because human interaction is the fastest and most powerful trigger of emotional states. With that in mind, here are six management tips for creating and sustaining employee engagement:

1. Make sure your employees have everything they need to do their jobs.  
Remember, just as marketplace and customer needs can change, so can your employees' needs.
2. Clearly communicate what's expected of employees, what the company values and vision are, and how the company defines success.  
Employees can't perform well or be efficient if they don't clearly know what it is they're there to do and the part they play in the overall success of the company.
3. Get to know your employees and show interest in their work. Ask for their honest feedback.  
A well-crafted employee survey helps you to spot and fix weak points in your personnel work.
4. Make sure that you have "the right people in the bus" and that they are trained.  
Your frontline staff needs strong problem solving and conflict resolution skills. These critical skills will help them interact better with you, their co-workers, customers and suppliers. Better communication reduces stress and increases positive outcomes.
5. Reward and recognize employees in ways that are transparent and meaningful to them.  
This is another reason why getting to know your employees is so important. Remember to celebrate both accomplishments and efforts to give employees working on long-term goals a boost.
6. Be consistent for the long haul.

People are exhausted from program du jour initiatives that engage their passion and then fizzle out when the management gets bored with it. Top management's ongoing commitment to keeping people engaged, involved in and excited about the work they do and the challenges they face must be a daily priority.

Ultimately, it is your employees who are your company's greatest assets. Their ideas, feedback and enthusiasm help your business grow and succeed. Supporting your management, independent experts are committed to providing the products and resources necessary to help you build enthusiastic and productive employee teams. With their professional guidance your people will develop a new sense of purpose and energy about what they do. The benefit is that you increase both your ability to enthuse customers and attract new talent.

### **MFB Resultants – We Create Results.**

**Contact:**

MFB Resultants GmbH  
Luisenplatz 1  
65185 Wiesbaden

Phone 0611 / 34 11 70

Fax 06 11/ 34 117 22

[kontakt@mfresultants.com](mailto:kontakt@mfresultants.com)

[www.mfresultants.com](http://www.mfresultants.com)