

## 38 CAREERS

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# Success or failure is really all up to you and your attitude

There is plenty of room for excellence in business this year.

No more blame on the economy, or past employees or lack of resources.

Let's get real here! Be accountable for your contribution to the results of the past year, whether the year was good, bad or just OK.

Let's start fresh right now. First, evaluate your part in complacency.

Maybe getting business was pretty easy in the past, but now you have to go out and get it!

Are you looking at your customers' needs on an individual basis, or are you offering only what you want to offer?



Sharlene Massie  
About Staffing

Are your customers repeat customers?

Do they walk in once and buy, or use your services once, and never come back?

Ask your customers what they want, and find out what will bring them back over and over again.

You should care if your customers don't return, because if that pattern continues, you will eventually have no cus-

tomers and therefore no job! Every employee should be a sales person for the company.

Every employee should have an elevator speech (two minutes) on the fabulous company they work for.

In fact, do you know what your sales people are saying about the company?

You should — they could be telling the wrong story if they are not trained positively and properly.

Do not put off selling until tomorrow. Sell today!

Every buck counts and every customer makes a difference.

Find something extra of value to give your customers. Value can be samples, or

mint, or free information that could help them in some way.

Value need not be a costly endeavour, but should mean something to the customer.

Build a relationship with your customers, even if that means simply eye contact, a friendly hello, and asking if they had any luck on last week's lottery.

Even better would be to know their name, their

spouse's name, and if they have a favourite family pet!

These are the differences between business excellence and complacency.

Take responsibility for your piece.

If you have any questions or comments regarding this article and would like to know further details, feel free to contact Sharlene Massie via Email at [info@aboutstaffing.com](mailto:info@aboutstaffing.com). Sharlene is the CEO of About

Staffing, an agency specializing in finding top candidates for Office, Executive and Industrial placements, for temporary or permanent needs. You can also follow Sharlene's blog for more industry related topics at <http://aboutstaffing.blogspot.ca/>. We encourage you to write us with any inquiries you may have, or any way we can help you achieve the utmost success as a job seeker or as an employer. We look forward to hearing from you!

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