

Financial training For non financial staff



The financial training specialists

Little things (profit)

They say it's the little things in life that matter.

The course I ran last week was off-site, and the client likes to have the sign-in sheet and evaluation forms as soon as possible after the course. I made a short detour on the way home, and dropped them off at the factory gatehouse, even though I knew the L&D team had already gone home.

The client emailed the following day to express their thanks for going out of my way to let them have the paperwork.

It had only added 10 minutes to my journey home (less than 2% extra on my working day), and I was surprised by the impact of my actions.

But this works both ways!

I'm buying a house at the moment, and the estate agents are dreadful. I can no longer count the number of times they've said "I'll get back to you on that one." They haven't got back to me once, unless I've chased them afterwards. Even if they told me "We haven't had an answer yet, but we're working on it", I'd be delighted.

Buying a house is a one-off transaction, but I'll never choose to use that company as a supplier again.

So the little things we do can delight – or alienate – our customers and staff.

And without motivated staff delighting our customers, we won't have a very profitable business!

So what are the "little things" you do that delight (or alienate) your staff and customers?