



Chesapeake Professional Women's Network, Inc.
Building Relationships. Growing Businesses.

Newsletter

WELCOME ..

Volume 1 Issue 3

June 2008

to the all new
E-Newsletter!
We welcome your
input and ask that
you send any
feedback to the
editor at

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THIS MONTH'S
FOCUS IS ON...

CUSTOMER SERVICE

CPWN Member News

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Network

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Leslie D. Mancuso, PhD, RN, FAAN

JHPIEGO President and Chief Executive Officer

Dr. Leslie Mancuso joined Jhpiego, an international non-profit health organization affiliated with the Johns Hopkins University in Baltimore, Maryland, in June 2002, following a 13 year career with Project HOPE.

Dr. Mancuso provides overall direction for the organization as well as its programs shaping the policies, strategies and systems which advance the organization's mission and goals. She also oversees the organization's longstanding and extensive relations with international agencies, ministries of health and education, nursing, midwifery and medical schools, professional associations and local non-governmental organizations.

Dr. Mancuso's academic credentials are strong: she received her undergraduate degree in nursing from Southern Connecticut University, a master's degree in nursing from the University of Pennsylvania School of Nursing and a doctoral degree in organizational leadership from the University of Pennsylvania. She completed the Executive Leadership Program at the John F. Kennedy

School of Government at Harvard University to round out her understanding to the business of health care at the intersections of government, business and public policy. She found she was able to combine her skills in nursing—the ability to look at problems and issues within a greater context, as nurses are routinely required to do in patient care—with business management and organizational change, to develop into a nurse-executive.

Dr. Mancuso serves on many boards including the US-ASEAN Business Council, Inc., American Society of Association Executives, Corporate Council on Africa—council board and member, U.S./South African Business Council, Goodwill Industries International, Inc., the World Trade Center Institute, the Advisory Council of the Johns Hopkins University School of Nursing, the Business Advisory Board of the Malaria Foundation, and chair of the Asia Pacific Economic Corporation's Life Sciences Innovation Forum.

Dr. Mancuso is a Fellow of the American Academy of Nursing and The American Society of Association Ex-

ecutives & The Center for Association Leadership. She has received numerous honors, including the Archon Award, Honor Society of Nursing, the Lilian Sholtis Brunner Award for Innovative Practice in Nursing from the University of Pennsylvania School of Nursing, the Maryland Daily Record's Top 100 Women Award for 2008, and the Maryland International Business Leadership Award. Dr. Mancuso received an Honorary Doctor of Science degree from Shenandoah University.



Sponsor: Jennifer Redding, Family & Children Services

Family and Children's Services of Central Maryland is a nonprofit, nonsectarian agency committed to providing targeted services to vulnerable families and individuals in all stages of life who are experiencing problems related to social and personal adjustment thereby enhancing their quality of life.

We provide services that support individuals and families throughout their lifespan. We offer programs designed to help individuals and families solve vexing problems or prevent issues from becoming disabling. Our programs address issues including relationship

disruption, family violence, sexual abuse, parent/child issues, teen pregnancy prevention, single or teen parenthood and elder care.

In addition to our family-friendly locations throughout Central Maryland, some services are offered in a community setting or at home. Last year, we helped over 9,000 residents or employees of Baltimore and the surrounding counties.

To contact Jennifer and Family and Children's Services, call 410-808-7623 or send email to jredding@fcsmd.org.

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EVENT CHECK IN

For record keeping purposes, please remember to check in at all events, even if you have pre-paid.

Thank you.

2008 Fashion Show Update

This year's fashion show is shaping up to be the best yet! This is the 10th anniversary of our fashion show which is not only a fun evening, a great way to show case your business but it is also a fundraiser! A portion of the proceeds will go to Open Doors and the CPWN scholarship fund. Keep reading to find out all the details of the event and ways you can help.

When & Where

You have been receiving flyers to save the date and we hope that you have. This year's event will be held at the Maryland Golf and Country Club on October 14th at 6pm. Tickets are now on sale!!!! See the CPWN website click register for an event at the top of the webpage. We plan for this to be a sellout event so buy your tickets early!!

Help Wanted

This event is only a success with the help of wonderful volunteers. If you would like to join the fashion show committee Please email Ann Davidson (adavidson@key-title.com) and Patty Desiderio (pattygiftbaskets@comcast.net).

If you can not join our committee you can still help by collecting donations for the silent auction and selling raffle tickets.

NEW! Member Model Search:

We will be holding a member model search soon. If you are interested, please e-mail marilyneben@comcast.net.

Auction items

We need auction items!!!! This is the biggest job of our committee but the good news is that all members can help. You can either donate them yourself or ask your neighboring businesses to donate. We are also accepting monetary donations to purchase items to be donated.

Raffle Tickets

Raffle tickets will be coming soon with 3 great prizes!! Everyone is welcome to not only buy tickets but sell them to anyone you know. Wait until you see our fun prizes.

Networking

As always we want to offer opportunities to show case your business. Program ad space details are coming soon. We are very excited about corporate sponsors remember the deadline is June 1st.

Thank you! For more details or information about anything you have read about please go to the CPWN website and read Fashion Sow News May which can be found at the bottom of the home page.

Ann Davidson and Patty Desiderio
2008 Co-Chairs Fashion Show

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How to Handle an Angry Client

by Tom Hopkins

Too many salespeople, when faced with clients who range from dissatisfied to down right angry, choose the loser's path by postponing handling the situation. This results in one of two things happening.

Either the angry client decides the problem isn't worth the aggravation and cools down (what every salesperson wishes would happen, but like many wishes, just thinking it won't make it so). Or the client gets so angry that the next time you hear from him or her is through the higher-ups in your company who have absorbed some of the client's anger and are happy to give it to you.

Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. I set a goal to send ten thank you notes every day. That goal meant that I had to meet and get the names of at least ten people every day. I sent thank you notes to people I met briefly, people I showed properties to, people I talked with on the telephone, and people I actually helped to own new homes. I became a thank you note fool. And guess what happened? By the end of my third year in sales, my business was 100% referrals! The people I had expressed gratitude to were happy to send me new clients as a reward for making them feel appreciated and important.

If you are a small businessperson or sole proprietor, you may learn more about your client's anger through legal channels.

Naturally, no one wants to walk into a lion's den and face the angry client. However, you must consider the value of this client to you, your reputation, and the company. In most cases, I would guess that it will be worth your while to face that angry customer and get the situation resolved as quickly as possible.

I'd like to give you nine steps I've developed for facing and dispelling another person's anger.

1. Acknowledge the other person's anger quickly. Nothing adds more fuel to a fire than having his or her anger ignored or belittled. The faster you verbally recognize their anger, the better.

2. Make it plain that you're concerned. Tell them you realize just how angry they are. Let them know that you are taking the situation seriously. Make notes of every possible detail they give you.

3. Don't hurry them. Be patient. Let them get it all out. Never try to interrupt or shut them up. In many cases, the best move is to simply listen. They'll wind themselves down eventually. In some cases, they'll realize they blew the situation out of proportion and feel foolish for it. They are then likely to accept nearly any solution you offer.

4. Keep calm. Most angry people say things they don't really mean. Learn to let those things pass and take them up after you've solved the present challenge - only if you feel it's necessary to do so.

5. Ask questions. Your aim is to discover the specific things that you can do to correct the problem. Try to get specific information about the difficulties the problem has caused, rather than a general venting of hot air.

6. Get them talking about solutions. This is where you will learn just how reasonable this client is. By the time you get to this step, their anger should have cooled enough to discuss the challenge rationally. If it hasn't tell them you want to schedule a later meeting, even if it's in an hour, to come up with some reasonable solutions. Let them do the rest of their fuming on their time.

7. Agree on a solution. After you know exactly what the challenge is, you're in a position to look for some kind of action that will relieve the challenge. Propose something specific. Start with whatever will bring them the best and quickest relief. Don't get into a controversy over pennies at this time.

8. Agree on a schedule. Once you've agreed on a solution, set up a schedule for its accomplishment. Agree to a realistic time frame that you know you can handle. The biggest mistake you can make is to agree to something that cannot be done. If you do, you'd better be ready to face another bout of this person's anger when you don't come through.

9. Meet your schedule. Give this schedule top priority. You've talked yourself into a second chance with this client, so make sure you don't blow it.

For more information, contact Tom Hopkins International by calling (800) 528-0446 or visit his website at www.tomhopkins.com.

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Member News & Items of Interest

The Upper Chesapeake Chorus of Sweet

Adelines

(Fran King, Diane Sengstacke and Lisa Brown) received First Place Division AA honors at Region 19 Annual Competition in Ocean City. Competing against 21 choruses from New Jersey, Pennsylvania, Delaware and Maryland, the chorus finished 3rd place overall, their highest finish in the chorus's 23-year history. Ask Fran, Diane and Lisa to show you their medals!

The First Place Region 19 Division AA Upper Chesapeake Chorus of Sweet Adelines will present "from Denim to Diva!" Saturday, June 7 at 4:00 p.m. at John Carroll High School in Bel Air. Watch as the fun-loving UCC ladies are transformed into dazzling Divas! Featured guests

include 2007 Collegiate Barber-shop Quartet Champions, Road Trip, and Region 19 SAI 2007 Quartet Champion Quartet, The Fource. Tickets are \$15, Seniors and children under 12, \$12. To purchase tickets, call Fran 410/893-6779, Diane 410/893-3061 or Lisa 410/420-0200

Libby Plunkett, of

Wachovia Securities, has recently earned the title of Associate Vice President - Investment Officer.

Libby has been in the financial services industry for over 25 years assisting her clients with their investment and financial planning needs.

Patty's Gifts and Baskets, LLC, a Corporate Gift Consulting Firm, announced re-certification as a Women's Business Enterprise by the Women Presidents' Educational Organization-Washington, D.C., a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women. The business is celebrating their 6th anniversary in business this year. This is the fourth re-certification as a Women's Business Enterprise for the company.

Patty's Gifts and Baskets, LLC, product line consists of gift baskets, flowers, fruit baskets, gourmet foods, specialty foods, and promotional gifts. The company recently expanded their product line to include promotional products.

CPWN MEMBER BENEFITS

Monthly meetings to network and promote your service or product.

Advertising in our online membership directory with website and e-mail links.

Varying meeting dates, times, and locations to meet your busy schedule.

Topical speakers on issues pertaining to women and business.

Opportunities for women to support and mentor each other in both business and personal aspects of our lives.

Special events & Meeting Sponsorship

A monthly newsletter with calendar of events, networking tips, member updates, and articles of interest.

Membership Dues: \$85

Meeting Sponsorship: \$100 plus door prize

5 Practical Steps to Instill Exceptional Customer Service

Five customer service practices that will positively impact your bottom line.

Whether in a restaurant, a retail establishment, or the local post office, we have all experienced a decline in customer service. Rarely do smiling, happy employees interact with us anymore. Instead, the person we are dealing with in face-to-face relationships does not even attempt to feign a smile, but rather greets us with a scowl, completely avoids eye contact with us, and grudgingly mutters responses to our requests and questions. When did customer service cease to exist? Why is it suddenly so difficult for employees to show customers some common courtesy along with a little friendliness? Have we ventured so far from the service standards of yesteryear and become so short-sighted that we refuse to treat others as we would want to be treated ourselves?

Today, improving customer service is a top priority in organizations worldwide. As a result, company leaders spend hundreds of millions of dollars annually training their employees how to provide exceptional customer service. Unfortunately, the effort is not paying off. Even with such vast resources being spent on this simple and obvious problem, few companies achieve outstanding results. And as their customer service levels plummet, dissatisfied customers take their business elsewhere and company profits suffer. Is there any improvement in sight?

The Importance of Customer Service

Purchasing virtually any goods or services is a process whereby the customer moves from interest to desire to decision. During that process, one of the primary determinants as to whether the customer completes the purchase, as well as his or her level of satisfaction in the sales process, is the attitude of the sales employee. Interestingly, the customer's attitude frequently reflects that of the salesperson. Thus, an employee attempting to close the sale will generally find it much easier to do so if he or she gives the customer a positive attitude and friendly disposition to respond to.

Equally important is the post-sale service experience, especially in today's environment filled with technically complex products and services. This trend is likely to continue as technological complexity increases and as our population continues to age. According to the U.S. Census Bureau, by the year 2005 there will be 85 million Americans over age 50, and they will have cumulative purchasing power of \$900 billion annually. The combination of technical complexity and the aging population will result in an increased proportion of sales transactions requiring post-sale customer service on a periodic or continuing basis.

Given the customer service problems we face today, coupled with the growing demand for increased levels of pre- and post-sale customer service, we need to begin thinking much more seriously about how our organizations will rise to meet these growing market demands. Adding to this problem will be the demographic reality of a shrinking pool of available younger workers to fill these customer service openings, which frequently are entry-level positions. The following practical steps can help your company stay ahead of this trend so you can meet tomorrow's customer service needs today.

1. Hire happy people. In our haste to find a "warm body" to fill a vacant position, we frequently miss some of the most obvious indicators of a person's likely success or failure. People who are open, approachable, and generally happy are far more likely to respond in a positive manner to our customers' needs. Prospective employees who act guarded or excessively shy, or who show evidence of having a "cold fish" personality during the interview process, probably are not good hires at the outset.

2. Train your people thoroughly. When employees thoroughly understand the organization they represent, as well as its policies, products, and services, they are far more likely to interact positively with customers. Realize, though, that training of this sort is not a one-time-for-life event applicable only to new hires. Today's organizations, markets, products, and services are dynamic and changing constantly. Keep your employees up-to-date with all the latest trends by offering continual training opportunities.

3. Treat your people exceedingly well. Do you treat your employees the way you want them to treat customers? Most company leaders do not, yet they expect their personnel to excel when it comes to friendly customer service. The fact is that employees who are unhappy on the job are not likely to display a positive, helpful attitude to their customers. Instead, they will respond to customers with the same attitude and outlook they receive from managers and supervisors. To foster exceptional customer service skills, company leaders need to ensure that they treat their employees in the same manner they want their employees to treat customers.

Continued on page 7

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Chesapeake Professional Women's Network, Inc.
Building Relationships. Growing Businesses.

WELCOME NEW MEMBERS

UPCOMING EVENTS

June 10, 2008

Speaker: Dr. Leslie Mancuso,
'Women's Health Around the World'
Mountain Branch Golf Club
11:30 AM—1:30 PM
\$20/\$25

July 8, 2008

Speaker: Judge Angela Eaves
Ripken Stadium
11:30 AM—1:30 PM

RSVP at www.cpwnet.org or 410-297-9722
Deadline is Friday before the event at Noon.

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Continued from Pg. 5

4. Solicit customer feedback and act promptly upon it. The only way to get a true reading of your company's customer service is to actively solicit feedback from every customer, not just the ones who you know are satisfied. Equally important is to ask for feedback in a way that prompts more than superficial responses. Demonstrate your desire for honest opinions by asking proper questions. Superficial questions return superficial responses, while thoughtful, insightful questions result in honest, valuable answers. Carefully formulate open-ended question so the answers can reveal the true state of your company's service levels.

5. Ensure that your senior leadership is hearing unfiltered feedback from both your operating personnel and your first line managers. In almost every organization, the people on the front lines have a clear understanding of the true customer satisfaction levels. The problem lies in how accurately this information moves up the organizational hierarchy. Just as any military general in the field strives to get an accurate report of what is occurring on the battlefield, many executives yearn for a clear understanding of the customer service that occurs at their organization's front lines. If you want to know what is really happening in your organization, get out and talk with your employees and your customers. Then, establish clear and strong guidelines for information to travel up the ranks. The more accurate information you can obtain, the better understanding you'll have of what needs to change.

Regardless of your industry, if you want your customers to regularly experience service with a warm, heartfelt smile rather than a scowl, you must set the example and live by it. Show your employees the vision to follow so you can instill customer service practices that will positively impact your bottom line.


About the Author

John Di Frances is an internationally recognized organizational legacy expert and keynote speaker.
www.difrances.com.

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