

Your M.A.I.L.

June 1999

Your Motivation, Attitude, & Integrity Letter from Success Performance Solutions

I wish I said this....

“Outstanding companies are the exception, not the norm. This is wrong.”

Hal Becker
“At Your Service”

Worst Customer Service Experience? Tell us today!

Ever have a real bad experience and wish you could tell everyone? Here's your chance. Join our search for the **Worst Customer Service Experience** and win a free tuition voucher valued at \$995 for our Mastering Extreme Satisfaction Program.

During the week of June 7 we will be accepting your story – in writing. Been mistreated while dining? Tell us. While traveling? Perfect. While shopping? Now you're talking. At the doctor's office? Quite a few there I bet!

Write to us today. Now is the time to let us hear all about it. Your stories must be signed. However, your names will be held in strictest confidence.

Contact us by mail, email or fax. Write or type. We don't care. We just want to hear from you – today!

Deadline June 14, 1999

What 99% Really Means

The American Customer Satisfaction Index (ACSI) reports a plummeting consumer satisfaction with service in nearly every industry since 1994 - coincidentally the same time period of the increasing employment rate. As a result, customer retention is suffering, which increases company costs by adding exponentially to the sales and marketing efforts needed to acquire

new customers. And the reason is quite simple – it's a competitive job market out there and many companies

aren't responding effectively.

The national ACSI for the first quarter in 1999 is 72.1. Service is atrocious – barely passing!

Consider this. If you chose 99%, you are willing to:

- Use unsafe drinking water four days a year
- Go without telephone service

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Calendar 1999

<p>June 21 –22, 1999 9 AM to 4:30 PM</p>	<p>Mastering Extreme Satisfaction <i>Session I Training for Consultants, Trainers, Managers, Business Owners, Health Care Administrators/Managers</i></p>
<p>July 19 Aug. 2 Aug. 16 5 PM to 7 PM</p>	<p>Feelings: Customer Service Excellence For the Service and Retail Industry \$189 for all three sessions</p>
<p>Sept. 16-17, 1999 9 AM to 4:30 PM</p>	<p>Assuring Excellence in Patient Relations: The Spirit of Excellence All providers, employees, managers, administrators, consultants</p>



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Your MAIL, a newsletter for the clients of Success Performance Solutions, will be sent to you free of charge unless you unsubscribe.

Each issue will include motivational quotes from top business leaders, important trends in performance improvement and the latest resources for motivational training and selecting people with integrity.

I want to receive my newsletter via e-mail.

Address _____

Please remove my name from your fax list.

Meetings and Keynotes

 July 9, 1999
Attack the Attitude Virus
 Small Business Network
 York Chamber of Commerce

July 24, 1999
Hire for Higher Performance
Creating Relationships That Last
Rid Your Practice of Demotivation
 Academy of General Dentistry
 Annual Meeting
 Salt Lake City, Utah

August 10, 1999
New Milestones In Motivation
 Lancaster County
 Chamber of Commerce
 To register, call (717) 397-3531

Select-In™

A standardized employee testing program that measures behavioral-values-and-motivational compatibility and ability **before you hire or promote.** From pre-screenings to interviewing techniques for all levels
Call today – (717) 656-4632

What 99% Really Means.....

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for 15 minutes each day

- Go without electricity, water and heat (or air conditioning) for 15 minutes each day.
- Have your heart fail to beat 32,000 times each year.

On a national level, 99% quality means that:

- Every hour 16,000 pieces of mail are lost
- Every day two planes make unsafe landings at Chicago O'Hare airport
- Every week 500 surgical operations are incorrectly performed
- Every day 20,000 drug prescriptions are incorrectly filled
- Every year doctors drop 19,000 newborn babies

So.....you are committed to 100 % customer satisfaction. How well do you think you are doing? More important, how well do your customers think you are doing?

If you are not 100% (here we go again with that 100% thing) focused on creating a lasting value for your customers, customer switching will drain your bottom line.

Statistics: Hall Becker, *At Your Service*

Employee Testing: The Way to Go

What can testing do for you?

The sole purpose of evaluating job candidates is to forecast how well they will perform **before** they are added to your payroll. Hiring today requires more than a well written resume, a casual interview, and intuition. The costs for each mis-hire ranges from \$2000 for entry-level fast food positions to 24 times (!!!) annual salary for management positions. A standardized testing program provides measurements of compatibility and ability better than any other form of information.

Why not just interview?

It is relatively easy to verify experience and quality of past performance. But how do you interview for enthusiasm, persistence or rejection tolerance?

The problem with the interview, the most widely used hiring tool, is it is an ineffective and inaccurate predictor of how well an applicant will perform on the job in the future. Interviews have a .14 validity; assessments and testing: .38 to .53.

(.00 validity means a roll of the dice would be an equally accurate method to choose an employee, 1.00 indicating the highest predictability.)

Are they legal?

Yes, if they are job relevant, reliable, show no adverse impact and are used consistently. Note: Personal interviews are considered tools, just like tests, according to the Uniform Guidelines on Employee Selection of 1978. Are your interviews meeting EEOC guidelines?

Your Ticket To Excellence



- Mastering Extreme Satisfaction
- Feelings: Customer Service
- Motivating and Retaining Great Employees
- Reducing Turnover
- Curing Negativity in the Workplace
- Select-In: Hire Right for Higher Performance
- Selecting The Right Employee
- Action Selling: A Plan to Win
- Executive Coaching
- Keynotes
- Strategic Facilitation

Name _____
 Position _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____
 Fax _____
 E-mail _____

Best time to call _____