



F O C U S O N T H E



One simple tool to change the way you view your life.

## Forget Friendly. Get Genuine.

This is the next step -- once you've learned to Focus on the 90%, head into "Forget Friendly. Get Genuine." You and your team will learn how to take service to a whole other level.

Have you ever been served by someone who was friendly but it did not seem genuine? Have you ever been served by someone who was not a "people person"?

Now I am not saying don't be friendly. Friendly is a very important part of providing great service. But often the other "part" is missing — the genuine piece. If we want to create the ultimate client experience, we need to be sure we are genuine too.

Building great service starts with building up your employees first. When an employee enjoys what they do and they have a passion for serving others, they can start to build the genuine portion.

### The Presentation

Before we can ever provide FOCUSed service, we have to check our attitude towards serving clients all day. Have you ever been served by a waitress who clearly should not be waitressing any more? Me too. And I bet if I asked that waitress if this is what she really wants to do all day, she would probably say no. If you do not enjoy what you do it will be very difficult to serve with a positive focus.

During the client interaction, we will discuss some tried and true ways to connect with the client. After we serve the client face to face or on the phone, we can still continue to provide the service that keeps them coming back. The group will leave with a really different perspective on what it means to be "friendly". Because really great FOCUSed service starts with being Genuine.

### The Proof

*"Darci's presentation was different than any other motivational speaker we had seen in the past. Since the presentation, we have noticed a difference in our staff's attitude and in the service they give to our customers. Darci has not only left an impression in our business, but in our lives and our staff's lives. Darci is truly an inspiration and her presentation was a great investment in our staff."*

Herbal Magic

*"From the very first session it was clear that Darci connected with our employees. Her honesty and sincerity provided a conduit for employees to feel comfortable in sharing their concerns and issues. Darci also shared ways that employees could address their concerns and issues in a positive context."*

Government of Saskatchewan