

Johnny the Bagger

A True Story of Customer Service

Preview Only

Facilitator Resources

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Table of Contents

BEFORE THE SESSION HELPFUL INFORMATION.....	1
About the Real Story.....	2
About the Applied Learning Workbook.....	5
Suggestions for Prework.....	7
Facilitation Tips.....	8
DURING THE SESSION HANDOUTS AND SUPPLEMENTAL ACTIVITIES.....	11
Video Activity Using <i>Service from the Heart</i>	13
Optional Activity 1 Delighting Our Customers with From-the-Heart Service.....	15
Optional Activity 2 Moments of Truth with Our Customers.....	21
Optional Activity 3 Moments of Truth with My Customers.....	25
Optional Activity 4 Developing a Strategy for From-the-Heart Service.....	29
DVD Bonus Materials Who, What, How & When.....	32
DURING THE SESSION SLIDES, FLIPCHARTS AND HANDOUTS .	33
PowerPoint Slides, Flipcharts and Handouts.....	34
Handout #1 - Ideas for Adding a “Personal Signature” to Work.....	35
Handout #2 - My “Personal Signature”.....	37
Handout #3 - Focus on the Future.....	39
Handout #4 - Delighting Our Customers with From-the-Heart Service.....	41
Handout #5 - Moments of Truth with Our Customers.....	45
Handout #6 - Moments of Truth with My Customers.....	47
Handout #7 - Developing a Strategy for From-the-Heart Service.....	49
ONLINE RESOURCES.....	51
Online Resources.....	52
AFTER THE SESSION HELPFUL INFORMATION	53
Suggestions for Additional Customer Service Training.....	54
About VisionPoint.....	55

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About the Real Story

This program, *Johnny the Bagger*, was inspired by a true story about a young man with Down syndrome who changed the culture of a grocery store by being creative and giving customers more than they expected. The story about this young man (called “Johnny” to protect his anonymity) comes from Barbara Glanz’s personal experience as a professional speaker. After “Johnny” heard her speak at an all-company meeting in which she asked them, “What can you do, whatever your job is, to make the customer feel special?” he began adding his special touch (his “personal signature”) to his work. The “Johnny” story, which Barbara has been sharing in her presentations for eight years, is featured in *The Simple Truths of Service as Inspired by Johnny the Bagger*, which Barbara co-authored with Ken Blanchard.

About the Book

Best-selling authors Ken Blanchard and Barbara Glanz have written a book that your company can use to reshape your culture around serving the customer. Designed by Michael McMillan (*The Race and Paper Airplane*), *The Simple Truths of Service* will become a customer service classic. This story will grab your heart and get your creative juices flowing on ways to create customer enthusiasm in your organization.

“Johnny’s story captures a universal truth of service—lead with the heart. It teaches us that regardless of our business or position, we can all make a difference if we have the courage to try.”

- Mac Anderson, founder of Simple Truths and Successories

The Simple Truths of Service makes an ideal training reinforcement tool to use with your customer service training participants. For more information on how you can purchase copies of the book for your organization, please contact VisionPoint at 800-300-8880 or email us at trainer@visionpoint.com.

About Barbara Glanz

Barbara Glanz, CSP (Certified Speaking Professional), works with organizations that want to improve morale, retention and service and with people who want to rediscover the joy in their work and in their lives. Barbara has presented to conferences, associations and corporations on all seven continents and in all 50 states. She is the author of eleven best-selling “how-to” books:

- *The Simple Truths of Appreciation* (Simple Truths, 2007)
- *What Can I Do? Ideas to Help Those Who Have Experienced Loss* (Augsburg Fortress, 2007)
- *CARE Packages for Your Customers – An Idea a Week for Customer Service* (McGraw-Hill, 2007)
- *180 Ways to Spread Contagious Enthusiasm™* (Walk the Talk, 2006)
- *The Simple Truths of Service As Inspired by Johnny the Bagger* (Simple Truths, 2005)
- *Balancing Acts – More Than 250 Guiltfree, Creative Ideas to Blend Your Work and Your Life* (Dearborn Trade, 2003)
- *Handle with CARE – Motivating & Retaining Employees* (McGraw-Hill, 2002)
- *CARE Packages for the Workplace – Dozens of Little Things You Can Do to Regenerate Spirit at Work* (McGraw-Hill, 1996)

- *CARE Packages for the Home – Dozens of Ways to Regenerate Spirit Where You Live* (Andrews McMeel, 1998)
- *Building Customer Loyalty – How YOU Can Help Keep Customers Returning* (McGraw-Hill, 1994)
- *The Creative Communicator – 399 Ways to Make Your Business Communications Meaningful and Inspiring* (McGraw-Hill, 1993; revised 1998).

Barbara, who has a Master's degree in Adult Education, is known as "the business speaker who speaks to your heart as well as to your head." Some of her clients include Shangri-La Hotels, Southwest Airlines, Kaiser Permanente, Hallmark, the US Department of Energy, Honda, Verizon Wireless, the State of Michigan, Nordstrom, Bank of America, USAA, Publix Super Markets, Hilton Hotels, Wells Fargo, Delta Airlines, Merry Maids and many other corporations, non-profits and associations. She has been ranked as one of the top ten speakers at the Society for Human Resource Management's national conventions since 1997. She lives and breathes her personal motto, "Spreading Contagious Enthusiasm™." For more information on Barbara's books and presentations, please contact her at bglanz@barbaraglanz.com or www.barbaraglanz.com. You may also contact her through VisionPoint at 800-300-8880 or trainer@visionpoint.com.

About the Applied Learning Workbook

An *Applied Learning Workbook* is also available to help reinforce the skills participants learn in this course. There are 52 reflections in this workbook to carry participants through a year. The reflections offer variety to keep participants' interest, yet broaden their focus and sharpen their customer service competencies through questions to answer or activities to complete.

The introduction to the workbook directs participants to:

- Take time every week to increase their skills and knowledge about customer service and what it takes to provide from-the-heart service by completing one of the reflections
- Place the book where it will be visible and easily accessible
- Consider completing each reflection on Monday of their workweek to focus their thinking and actions for the coming week
- Complete each reflection at a time of day when they are most alert and energetic, first thing in the morning, during lunch or at the end of their workday
- Don't just think about their answers to the reflections—be sure to use the space provided on each page to write down thoughts or answers to the questions

If participants are faithful in their commitment to completing these reflections, they will be able to make a true difference in your organization by providing exceptional, from-the-heart service to your customers.

Suggestions for Prework

Assigning prework before the workshop can help engage participants in the program content even before they arrive. If you would like to include prework as part of the program design, we have included some suggestions below for integrating prework into the workshop.

Suggestion #1

Ask participants to come to the workshop with a list of ways that people can provide exceptional service to internal customers, external customers or to both internal and external customers. Ask participants to refer to this list during their introductions in Step 2 or during the discussion at the beginning of Step 3.

Suggestion #2

Ask participants to make a list of challenges to providing exceptional customer service. Ask participants to refer to this list during the discussion of challenges in Step 3.

Suggestion #3

Provide participants with a worksheet that asks them to make a list of whom they consider to be their customers and what makes each of these customers happy or satisfied. Ask participants to refer to this list in Step 5 when they are identifying ways to add their “personal signatures.”

Video Activity Using *Service from the Heart*

Time it takes: 30-35 minutes (15 minutes prior to session start time, 15-20 minutes after session begins)

What it is about: Opening the session on a positive note

What you will need:

- Index cards with the three questions from #3 written on them
- Video – *Service from the Heart*

How to do it:



1. Begin playing the video 15 minutes prior to the session start time. If you are using the DVD, set the control to automatically loop. If you are using the VHS, the video will repeat itself at least four times.

2. Turn the video off when you are ready to begin your session and explain that you will refer to it again later. After the participants have introduced themselves, you will use this activity as part of your introduction (either to conclude Step 1 or during Step 2).

3. Break the group into smaller groups of three to five people, and ask them to talk within their groups to answer the following three questions on the index card:

- What does it mean that “excellent service comes from the heart”?
- What actions must we take to ensure that

we always deliver excellent, from-the-heart service?

- What are your personal goals related to being able to provide excellent, from-the-heart service?

4. Debrief the whole group by asking for volunteers to share any highlights from their small group discussion.

5. Transition into the next activity by summarizing participants' responses and linking the responses to the importance of, and the actions needed, to deliver genuine, from-the-heart service.

Preview

Optional Activity 1 Delighting Our Customers with From-the-Heart Service

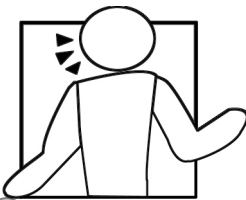
Time it takes: 60 - 90 minutes

What it is about: Identifying the team's customers; the needs of the team's customers; what the team does well in meeting the needs of the customers; what the team could do differently; what team members could do individually to delight the team's customers

What you will need:

- Flipchart
- *Handout #4*
- Post-it dots (optional)

How to do it:



1. Introduce the activity. Say: **As we've discussed, whenever we interact with customers, we connect with them in two ways. One way is by making a "business connection" with them. We do this when we respond to our customers' actual needs by offering appropriate products and services to meet the needs. The second way is by making a "personal connection" with them—genuinely responding to and valuing customers' unique thoughts, feelings and reactions. Let's talk specifically about what our customers' needs are and how we can meet them in a positive and memorable way.**

Optional Activity 2

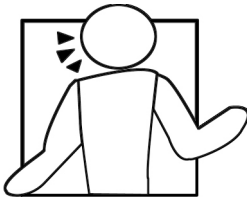
Moments of Truth with Our Customers

Time it takes: 30 – 60 minutes

What it is about: Identifying opportunities for a team to delight its customers

What you will need: • Handout #5

How to do it:



[Facilitator Note: This activity is appropriate for an intact team.]

1. Introduce the concept of moments of truth, by asking: **How many of you have heard the term moment of truth?** Look for a show of hands.
2. Continue the discussion by saying: **Jan Carlzon, former CEO and President of the Scandinavian Airlines Group, coined the term moment of truth. A moment of truth is any opportunity that a customer has to form an impression or opinion about an organization and the quality of service it provides. A moment of truth can happen whenever a customer interacts with an organization's people or processes. For example, imagine that you're standing in line**

Optional Activity 3

Moments of Truth with My Customers

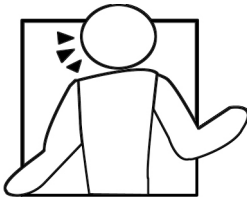
Time it takes: 15 – 30 minutes

What it is about: Identifying opportunities for individuals to delight their customers

What you will need:

- *Handout #6*

How to do it:



[Facilitator Note: This activity is appropriate for a cross-functional team or group of participants who do not necessarily work together.]

1. Introduce the concept of moments of truth, by asking: **How many of you have heard the term moment of truth?** Look for a show of hands.
2. Continue the discussion by saying: **Jan Carlzon, former CEO and President of the Scandinavian Airlines Group, coined the term moment of truth. A moment of truth is any opportunity that a customer has to form an impression or opinion about an organization and the quality of service it provides. A moment of truth can happen whenever a customer interacts with an organization's people or processes. For example, imagine that you're standing in line**

Optional Activity 4

Developing a Personal Strategy for Providing From-the-Heart Service

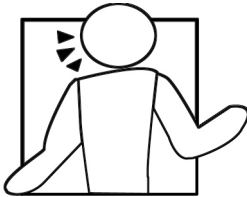
Time it takes: 15 minutes

What it is about: Three actions for delivering from-the-heart service

What you will need:

- *Handout #7*

How to do it:



1. Introduce the actions for delivering from-the-heart service and adding a “personal signature” to work by saying: **You can make a positive difference for your customers by the way you do your job. In every interaction you have with a customer, whether external or internal, you have a choice. You can choose to do what’s easiest for you, or you can choose to do what’s best for your customers.**
2. Continue the discussion by saying: **It isn’t always easy to choose to do what’s best for your customers. What gets in the way of focusing on what’s best for your customers or might cause you to focus more on your own needs?**

DVD Bonus Materials Who, What, How & When

Bonus materials are provided to help facilitators supplement a training plan and prepare for an effective program. Bonus materials may be used before, during or after a session.

Bonus materials provided on the DVD for this program include:

What it is	How to use it
<p><i>Service from the Heart</i> – A short video, ideal for kicking off or closing the training session.</p>	<p>See Video Activity for one way to use this video. Other activities are available in VisionPoint’s <i>Beyond the Box</i> activity book, available for purchase.</p>
<p>TrainerTALK™, an interview with Master Trainer, Sue Mueller</p>	<p>While preparing for a session, tune in to this interview for insights on how to best use VisionPoint programs.</p>
<p>Insights on Customer Service – A short interview with noted author and speaker Barbara Glanz</p>	<p>During a break or as follow-up training, provide insights on the importance of making person-to-person connections to provide from-the-heart customer service.</p>

Handout #1 – Ideas for Adding a “Personal Signature” to Work

Directions: Work with your small group to identify at least five creative and appropriate ways that someone can add a “personal signature” to their work to delight and surprise their customers. As you work, keep in mind the following actions for developing a “personal signature”:

- Know your customers
- Think outside the box
- Surprise your customers
- Go the extra mile for them
- Make it appropriate

• Idea #1:

• Idea #2:

• Idea #3:

• Idea #4:

• Idea #5:

• Other ideas:

Handout #2 – My “Personal Signature”

Directions: Working individually, write down at least three specific ways that you can add your “personal signature” to your work to delight and surprise your customers. As you work, keep in mind the following actions for developing a “personal signature”:

- Know your customers
 - Think outside the box
 - Surprise your customers
 - Go the extra mile for them
 - Make it appropriate
-
- Idea #1:

- Idea #2:

- Idea #3:

Handout #3 - Focus on the Future

The more immediately you use the knowledge and skills from this program, the more successful you will be at providing exceptional, from-the-heart service to your customers. Your commitment to use your newly gained knowledge and skills begins with a plan.

Keep your plan manageable. Begin with two commitments. Once you have fulfilled these commitments, you can expand your plan incrementally. Take small steps that you can reasonably accomplish.

Write at least two actions below that you can take to provide from-the-heart service to your customers.

- Action #1:
 - What I need to do to fulfill this action:
-

- Action #2:
 - What I need to do to fulfill this action:
-

Handout #4 - Delighting Our Customers with From-the-Heart Service

Directions:

Part 1: Work with your small group to identify your team's internal and/or external customers. Then think about typical interactions you have with them and identify what they need from you on the business side of the interaction and what they need from you on the human side of the interaction.

Our Customers	Their Needs

Handout #5 - Moments of Truth with Our Customers

Directions: Work with your small group to identify:

- Your team's key customers
- Critical moments of truth with them
- Ways you can manage each moment of truth to create a positive, memorable experience for them

Our Customers	Moments of Truth	How We Can Manage Each Moment of Truth

Handout #6 - Moments of Truth with My Customers

Directions: Work individually to identify:

- Your key customers
- Critical moments of truth with them
- Ways you can manage each moment of truth to create a positive, memorable experience for them

My Customers	Moments of Truth	How I Can Manage Each Moment of Truth

Handout #7 - Developing a Personal Strategy for Providing From-the-Heart Service

You can make a positive difference for your customers every time you do your job if you:

- Keep a picture of a satisfied customer in your mind.
- Think about what you are doing right now that is important to this customer.
- At each decision point or moment of truth, remember to ask yourself, “Am I doing what is fastest and easiest for me, or should I do what will be best for my customer?”
- Make the customer-focused choice.

Directions: Develop a personal strategy for providing from-the-heart service every time you do your job by answering the following questions.

- Who is one of my key customers?
- What keeps this customer satisfied?
- What typically distracts me from focusing on this customer’s satisfaction or causes me to focus more on my own needs?
- What could I do at that moment to re-focus my attention on what’s best for this customer?

Online Resources

VisionPoint's website is host to the most up-to-date **Program Resources**, including program-specific tools like reproducible participant materials, self-study guides, facilitator answer guides, FAQs, session extenders, **SMART-START®** activities, case studies, video scripts and more.

Additional **Trainer Resources** include information and tools such as energizers, team builders, competency matrices, perspective papers, learning style guides and access to VisionPoint's master trainers and TrainerSelect™ team.

Resources are updated regularly, so check back when preparing for a new training session.

To access the *Online Resources*, go to www.visionpoint.com and select the **Resources** menu. Login for full access to this program's resources.

If you have any questions about available resources, contact the TrainerTALK™ helpline at 800-300-8880 x302 or trainer@visionpoint.com.