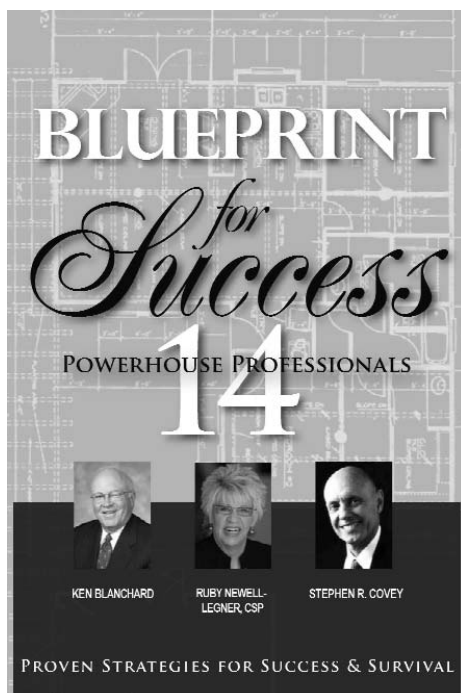


Supervisory Skills for Success

presented by

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**Ruby's book
with Stephen Covey & Ken Blanchard
was published in June 2008**

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Ruby Newell-Legner founded 7 Star Service (previously known as RubySpeaks, Inc.) in 1994 with a singular mission: To provide the hands-on training employees need to create a more customer-focused work environment that turns every customer into a fan.

Over the last two decades, she has:

- presented more than 2300 training programs in eleven countries
- expanded her reach to 22 countries through her online learning programs presented via webinars
- offered plug and play staff development through her Customer Service DVD training system
- provided sustainable learning programs through her online resource center

Ruby helps businesses build strong teams between front line staff and management, and make exceptional customer service a way of life.

Ruby works with you to build better relationships:

- from front-line employees to customers
- between co-workers and their peers
- from managers to the employees they supervise

With 25 years' experience as a front-line service provider and public facility manager, Ruby has an uncommon level of experience that gives immediate credibility with program attendees and allows her to offer suggestions and recommendations based on actual hands-on experience working with sports and entertainment facilities. Her areas of expertise include:

- Leadership/Management/Supervision
- Customer Loyalty and Retention
- Onboarding new employees
- Internal and external customer service

Ruby's knowledge of business best practices in customer service is one reason why Ruby has trained management and frontline staff for more than 1000 businesses in the world. Her clients include:

- General Electric, Johnson & Johnson and Apple
- 350 municipal agencies and parks & recreation departments
- 34 New Recreation Facilities preparing to open
- 28 Professional Sports Teams and more than 60 sports and entertainment venues
- 26 Leisure Facilities in the United Arab Emirates
- 19 Theme Parks in North America
- 10 Franchises ranging from Education Services to Amish Furniture Dealers
- Multiple Convention Centers and Conference facilities
- Facilities hosting Super Bowl XLI, the 2006 & 2013 Grey Cup, the US Open (tennis) and the 2010 Olympics
- The Burj Al Arab, frequently referred to as the only 7 Star hotel in the world

Ruby is a Certified Speaking Professional, a designation bestowed by the National Speakers Association (NSA) to less than 700 speakers in the world. After serving 3 years as a member of the National Board of Directors for NSA, she was elected Vice President and will serve as President of the National Speakers Association 2015-16.

Her new book, **The Fan Experience: Creating a Culture to Turn Every Customer into a Fan**
will be published spring 2016



3 Reasons Supervisors Fail

1. Being a poor role model

Ask yourself -

Do I abide by all _____ guidelines?

Do I adhere to the _____ without exception?

Do I treat staff members like I expect them to treat our _____?

In training sessions, do I set an example of someone who can always learn something new?

In an emergency situation, do I remain calm and _____?

Do I demonstrate teamwork with and _____ for other employees and other departments?

Do I go by the same _____ that I expect staff members to go by?



3 Reasons Supervisors Fail

2. Not clarifying expectations

Three words to describe Ruby's expectations of her staff as a facility manager

- 1.
- 2.
- 3.

Another example from the Amish Furniture Dealers

Differentiate
Educate
Facilitate

What three words describe your expectations for your staff?

- 1.
- 2.
- 3.

When should expectations be clarified?

How are they clarified?

Who creates the standards?

Greeting the Customer

Do I introduce myself and show pride that I am proud to be a member of our staff?

Do I take every opportunity to call the customer by name?

When repeating a reservation or ticket order on the phone

When repeating information to confirm accuracy

When a person calls and offers their name at the beginning of the conversation

Do I acknowledge every customer's presence when they enter the facility?

Do I say: "Hello", "Good Morning", "Good Afternoon", or "Good Evening!"?

Do I ask, "How may I help you"? Do I say "Thank You!" to every person as they leave?

If I am with a customer or on the phone do I let them know that "someone will be right with you!"

When talking with co-workers, do I interrupt our conversation immediately when a customer approaches so that the customer knows that they are the first priority?

Do I wear a nametag or staff uniform so that I am easily recognizable to the customer?

Is my attire neatly pressed and within the dress code?

Communication

Do I appear approachable?

Do I use the appropriate communication style when interacting with various age groups?

Is my voice tone, body language and the words I choose, positive, fun, energetic and enthusiastic?

Do I explain rules, policies, and procedures to our guests' satisfaction?

Do I ask questions, listen and then repeat back what I think I heard to make sure I understand?

Do I demonstrate respect for and show interest in the lives of the patrons using our service?

Do I promote a professional relationship without trying to be their best friend?

Do I discuss appropriate topics with our patrons?

Telephone Etiquette

Do I answer the phone "(Full name of facility), this is (your name), How may I help you?"

Do I place someone on hold by using the HOLD function of the phone instead of just lying the phone down?

Do I refrain from personal phone calls while on duty?

Dealing with Upset Customers or Complaints

Guest Relations Standards

Dealing with Upset Customers or Complaints

Do I listen to the complaint, without interrupting and then repeat back the details to the customer before addressing their concern?

Do I use the **SOFTEN** technique to ease the tension: **S**mile, **O**pen Posture, **L**ean **F**orward, Use a friendly **T**one of voice, **E**ye Contact, **N**od to acknowledge?

Do I say, "I'll be happy to get that information for you or have someone call you" and then follow up and return their call promptly? Or do I hand out the supervisor's business cards when appropriate?

When it is necessary to complete a patron concern form, do I fill it out for the customer and then repeat back the concern to be sure the information is correct?

If a patron completes a comment card or program evaluation form, do I thank the patron and let them know we appreciate their suggestions?

Program Registration

Do I provide options or alternatives if a class is full?

Do I tell the patron positive aspects about the instructor or the class beyond what is in the brochure, whenever possible?

Do I check every registration before the customer leaves by repeating the information back to the patron and asking, Mrs. "So and So", is this correct?

Do I say, "Thank you for registering with us, Hope you enjoy your class!"?

Safety and Cleanliness

Safety #1, Cleanliness #2 Do I pick up trash on the floor and do whatever I can to help the facility be safe and look neat and tidy?

Do I alert maintenance or housekeeping staff to cleaning or supply needs immediately?

Do I report it if something is broken by including specific details of the problem and its location?

Do I maintain an alert sense of safety awareness by observing all areas of the facility?

Teamwork

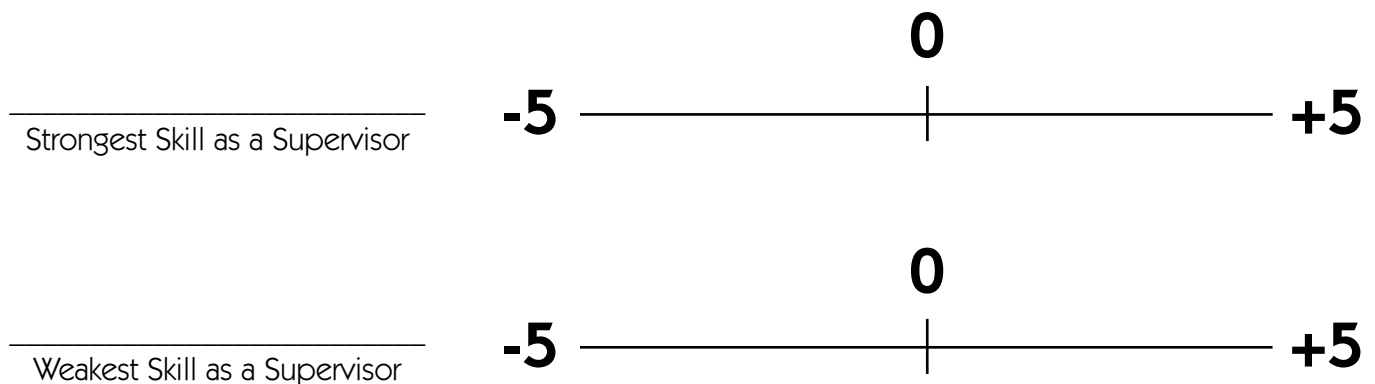
Do I demonstrate support of my fellow employees through positive actions and comments?



3 Reasons Supervisors Fail

3. Failing to develop staff

Coach - To assist a valued person from where he or she is to where he or she wants to go.



Supervision is not a role – It is a relationship.

Book Resource: “Enlightened Leadership: Getting to the Heart of Change” by Ed Oakley and Doug Krug



This is the form I shared with Lisa

Skills that she needed to develop to move to the next level in her career

Problem Solving -

- Anticipate problems and solve them proactively before they happen
- Plan goals around the future - figure out what you don't know so you can develop your skills
- Put out fires in the infant stage
- Focus on the "Big Picture" approach to handling problems when your supervisor is unavailable
- When there is a crisis - deal with it calmly and demonstrate positive leadership
- Bring two possible solutions and a recommendation with every problem or situation
- Develop alternative approaches to problems and pinpoint solutions that appeal to everyone

Organization -

- Work smarter not harder - set priorities - plan your day and live it - stay focused
- Become a "Power Planner" and improve productivity by spending 10 minutes a day planning
- Identify time-wasters and evaluate how to eliminate them
- Determine specific routines that smooth out peak and slack periods and help you get more control over your workday, every day
- Control interruptions
- Predetermine intermediary deadlines to insure meeting deadlines and demands
- Prioritize the workload - even when everything needs to be done right now
- Handle multiple projects by prioritizing - Smooth out the workload
- Say "yes" only when it is reasonable and realistic

Communication -

- Select the best response when others criticize your supervisor or your organization
- Become a "buffer" between adversaries without being trapped in the middle
- Communicate when you are ready for more responsibility
- Present your problem solving ideas in a way that earns credibility and respect
- Keep your supervisor informed without being a gossip or a tattle-tale
- Relay constructive criticism without it being taken personally
- Leave professional impressions throughout the organization
- Deal with Office Politics and avoid being caught up in it
- Be discrete in sharing information and handling confidential material

Customer Service -

- Get to know your customers - Demonstrate an interest in their lives
- Take every opportunity to call the customer by name
- Acknowledge a customer's presence by the time they get within two feet
- Interrupt any conversation if you are talking to a co-worker so the customer knows that they are their first priority
- Listen and acknowledge that you are listening to the customers
- Double check orders for accuracy
- If delivery is not going to be when you promised, call the customer immediately to inform them
- Assist customers in learning about how a product or service works
- Look for the opportunity to add value to each transaction

Manage/Supervise -

- Take charge and demonstrate initiative without appearing overbearing and pushy
- Identify difficult employees and redirect them with swiftness and ease
- Prevent misunderstandings and increase efficiency by giving clear instructions and having staff repeat back information to make sure that they understand it



Ruby's Top 10 Reminders for being a Successful Supervisor

9

10. Remember your actions speak louder than your words. You are the example that your staff watch everyday. Be a positive _____.
9. Be _____ not punitive - focus on developing skills
8. Support your Team Members and _____
7. Be _____ - things can get done without having to do them your way
6. Remember its ok for people to _____ - its how people learn
5. Clarify _____ to set your staff up for success.
4. Praise in public, share failure and counsel in _____
3. _____ more than talk
2. Don't tell - _____
1. Be a _____ and a _____ not a judge

