# The Service Compass: *Values of Great Service*

Each of us has an internal compass that guides our journey. When we calibrate that compass every day to the authentic, timeless values that ground us in the things that matter, we make our journey great.

Sometimes loss teaches us what matters most. When terrorists struck America on 9/11, we didn't care much about our retirement accounts or what car we wanted to buy. We cared about our country, our family and our connections to those we love.

When my mother died suddenly, I didn't care much about the kitchen I was remodeling or the size of my checking account. On my journey of healing from that loss, I discovered the values of my mother's life that matter—values of real, authentic service.

Values are words leaders can use to inspire great service because values of service authentically connect us to the best in our customers. And that allows us to bring out the best—not the worst—in those we serve, and that helps us grow our business.

What are your service values? Here's my list with some tips for making each one real in the workplace.

**Optimism:**
Seeing the best in your customers allows you to bring out the best in each one. Your smile helps them to see the best in you. Learn optimism by choosing to see options, see the good, by assuming the best in people, not the worst.

**Teamwork:**
Teamwork is the foundation of both customer and internal service. Always be the person you want on your team.
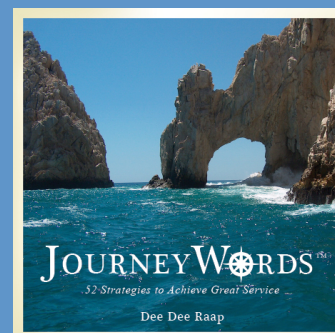
**Kindness:**
Stuff happens to each person, and we never know for sure the journey of another. Treat each person with kindness to create a great customer experience.

**Simplicity:**

Less can be more in service. Everyone is very busy. Keeping things simple is a gift customers need and appreciate.

**Humor:**

Laughter connects and creates relationships. We all need a good laugh—and some fun. Smile—and make service enjoyable!

**Patience:**

We can all be challenging at times. Don't take it personally. Most customers don't mean to try to your patience. Breathe deeply. Let it go. Your reward? Customer loyalty.

**Loyalty:**

We create loyalty by treating customers with respect, honor and dignity. The result? Customer retention, referrals and relationships that help grow your business.

**Quality:**

Quality is a timeless value that brings customers back and encourages them to tell others about you. Commit to being and doing the best you can every day, and you'll create quality in all you do.

**Creativity:**

Creativity is the key to solving customer problems. Remember, customers buy solutions—not more problems. Solve problems creatively and your customers will appreciate it very much.

**Trust:**

Trust is an emotional handshake created by doing what you say you're going to do. Create a very high "count on you factor" with integrity, honesty and commitment to always do your best.

**Gratitude:**

Thanking customers is more than simply the good manners your mother taught you. It is good business. Show appreciation and gratitude with a smile and a thank you.

**Compassion:**

Show sincere care for your customers. We're all human beings. Some of us are less perfect than others. Genuine compassion understands that, and seeks to understand. Empathy is critical to service.

*For more information on how to inspire great service to build your business, contact Dee Dee at 605-371-2299, or via email at DeeDee@DeeDeeRaap.com.*

# You _Can_ Practice Values of Great Service Every Day!

"Wisdom is knowing what to do next; virtue is doing it."

David Star Jordan