



Success Strategies = Extraordinary Results!

Atlantic Consultants, Inc.
September 2006

We are what we repeatedly do.
Excellence then, is not an act,
but a habit. ~Aristotle

Helping you and your company achieve extraordinary results by building leadership and organizations that can meet today's challenges and tomorrow's vision.

Please send comments/questions to Bonni@atlanticconsultants.com .

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Keys to Customer Enthusiasm – The E Factor

by Bonni Carson DiMatteo, © 2006

Why do customers leave? The key is more emotional than rational. Experiences that leave them feeling angry, disrespected, unvalued, and disregarded drive customers away at Nascar speed. Who holds the key to those exchanges? Any staff who have high contact with the customers at any point of the customer engagement from sales to customer service. What are the keys to staff going the extra mile to exceed customer expectations? Staff who feel engaged, respected, valued, supported and competent tend to transfer that experience to customers. Staff who don't, transfer the opposite emotional exchange. The results of a positive exchange can be found in any profit margin or sales growth. Call it the E Factor, the emotional charge, positive or negative, that leaves a lasting impression on customers

Gallup's research ("Unlocking Customer Service Excellence," January 2006) indicates that companies that implement their Human Sigma program outperform their peers by 26% in gross margins and 85% in sales growth. Fully engaged customers deliver a 23% premium over an average customer.

Research indicates that dissatisfied customers will tell 11 others, while a satisfied customer tells only 4. It also

Speaking/Facilitation Engagements by Bonni Carson DiMatteo

Upcoming Events

"Leading and Managing Change"

Boston College, Carrol School of Business, October 31, 2006

"Building Culture," "Succession Planning," "Communicating to Influence"

Massachusetts Association of Insurance Agents, November 2-3, 2006

Previous Engagements

"Building a Better Bench - Developing Managers"

Northeast Gas Association, June 6, 2006

"Strategies for Growing Your Business"

TEC, May 23, 2006

"Executive Coaching"

Human Resource Roundtable Series, May 12, 2006

"Biz Builder Workshop"

Wellesley, May 2, 2006

"Building Leadership"

Mass Restaurant Association Trade Show, April 11, 2006

"How to Be a Successful Consultant"

Institute of Management Consultants, March 9, 2006

"Growing Your Business"

Society of Professional Consultants, Biz Builder, February 27, 2006

"Street Smart Training"

Biz Builder, January 24, 2006

indicates that 90% of customers never lodge a complaint so unless you are tracking satisfaction, untold amounts of dissatisfaction may be broadcasted.

Customers do not buy or do not stay with companies that don't treat them as they feel they deserve to be treated. Customers can tolerate mistakes or lateness better than insouciance. To win customers you must have an emotional connection demonstrated by communicated concern and commitment to do everything possible to help that person feel taken care of. Staffs that do not have the emotional reservoir to treat customers well cost the company in both profits and sales. Morale issues play on the stage of customer satisfaction in dramatic ways. Leaders need to view unhappy staff as a call to action. Leaders set the culture for engaged or disengaged staff. Customer loyalty begins with leaders leading in a way that creates a culture of enthusiasm, commitment, and connection. Bo Buckingham calls this culture "mojo" in his brilliant book, *Small Giants*. Companies with mojo leave their competitors in the dust.

The quickest route to customer enthusiasm begins with creating an internal culture of communication, caring, connection, and commitment. Communication, caring, connection, and commitment comprise the E Factor of the leadership-staff relationship. The result of that exchange is a staff that is fully engaged in the mission to fulfill customer expectations. Engaged staff are emotionally connected. They are more productive and have higher attendance, higher retention, and lower safety incidents. Creating that culture is the job of leaders.

What can leaders do to set the culture to engage all staff in the unified mission of creating customers that feel the commitment of caring in their interactions?

- Give the kind of caring you want them to emulate.
- Communicate the company vision and mission in a way that everyone knows how they can contribute.
- Set quality standards that create pride; do not tolerate mediocrity.
- Set a culture of continuous learning.
- Train everyone on basic standards of customer care and communication.
- Commit yourself and your executive team to create a culture that distinguishes you as an employee of choice:
 1. Make your culture one of pride, collaboration, and fun.
 2. Share the excess in bonuses, company outings, etc.
 3. Recognize and reward culture and values ambassadors.
 4. Ignite positive energy by your enthusiasm and caring; negative work places hemorrhage valuable talent.

"Attracting and Retaining Clients"

Society of Professional Consultants, December 2005

"Attracting and Retaining Clients"

Mass Psychological Association, Business and Psychology annual conference, October 2005

"Understanding Challenges of Disorganization; Inattention and Classic Signs of ADD"

Bose Corporation, September 21, 2005

"How To Build Your Leadership Bench Strength"

TEC, June 21, 2005

"How To Grow Your Consulting Businesses"

Massachusetts Psychological Association, March 12, 2005

"Best Practices in OD Work with Financial Institutions"

Organizational Learning Group, February 5, 2005

"Attracting and Retaining Valuable Customers"

NEWBO, July 14, 2004

"Creating and Managing Change"

New England Human Resource Association Conference Babson College, Wellesley, MA May 27, 2004

"What's a Nice Woman Like You Doing in a Place Like This?"

A Roundtable Discussion Women's Association of Automobile International April 26, 2004

"Igniting and Leading Change"

Mass Women in Technology (Mass WIT) Leadership Conference Babson College, Wellesley, MA March 16, 2004

"What's a Nice Woman Like You Doing in a Place"

5. Develop your staff – staff who have training are more productive and have loyalty to the company.
6. Meet or exceed industry standards in benefits and compensation.

Every time your customer encounters someone from your staff, two things can happen: they can be frustrated or elated. Your staff hold the keys to those emotional exchanges and you hold the keys to their unleashing positive energy on your customers. What could you do to better ensure the impact of that exchange?

What's New at Atlantic Consultants?

Tip #29: Managing yourself is the first step in managing others. Be a role model for getting results, being accountable, communicating effectively, and keeping balance. .

This tip is from our booklet, *104 Tips on How to Ignite and Optimize Your Business and its Leaders* by Bonni Carson DiMatteo. Filled with great tips on Leadership, Managing Others, Communication Skills, Strategic Planning, and Creating and Igniting Change, *104 Tips* makes a great gift for vendors and customers alike. You can even have it customized with your logo and business name on the cover. [Email us](#) for details and a price list. Fifty percent (50%) of all profits will go to help the survivors of Katrina.

Assessment Tools: We have become certified a number of new instruments.

1. **360 Leadership Effectiveness Analysis**. Based on the research of Management Resource Group (MRG), this instrument measures the following key elements of leadership:
 - o Creating a vision
 - o Developing a follower ship
 - o Implementing the vision
 - o Following through
 - o Achieving results
 - o Team work
2. **Strategic Directions, Role Expectations, and Leadership Culture**. Strategic Directions enables a company to identify what key behavior, practices, and roles they need to develop to achieve the results for their strategic direction.

View Bonni's article, "**Does Your Company Have the N.O.M.A.R Syndrome?**", which appeared in *Executive Excellence in Sales and Service* in December 2004. The article (yes, it was written before the World Series championship!) challenges leaders to look at themselves and their executive team, and ask the tough questions like Theo Epstein might have to ask to select and groom a winning team. [Read the N.O.M.A.R. article \(pdf format\)](#).

Like This?"

A Roundtable Discussion
National Automobile Dealer's
Association (NADA) National
Meeting
Las Vegas, Nevada
January 30, 2004

National Speakers Association Member

Bonni Carson DiMatteo has become a member of the NSA – a premier organization for speakers who must have been a paid speaker more than 20 times over the last year. Bonni is very proud to be a member of [NSA](#).



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Atlantic Consultants, Inc., was founded in 1982 to help leaders and their companies achieve extraordinary results. The Atlantic Consultants team can help solve challenges of leadership development, organizational development, and strategic and succession

View Bonni's article on [Quiet Leadership](#), which recently appeared in *IndUS Business Journal*.

Don't miss our next **Biz Builder** series, beginning in September in Wellesley. Complete our [registration form](#) to enroll in the Biz Builder Workshop.

Biz Builder Workshop: Developing and Retaining Clients

Do you find yourself without a strategy or action plan to keep your business pipeline flowing? This **Biz Builder Six-Week Workshop** will get you back on track.

Who: For Professional Service Providers: consultants, lawyers, financial planners, coaches, etc.

What: A six-week Business Development Program to create your own strategic plan and strengthen your business.

When: Meets every other week for six weeks (3 meetings)
Tuesdays: 8:30 AM-10:30 AM

Next workshop begins September 19

New groups begin each quarter: November, March, May, September

Where: Wellesley, MA

Facilitator: Bonni Carson DiMatteo, CMC. President of Atlantic Consultants. Bonni co-founded Atlantic Consultants in 1982 and provides coaching, training, and consultation to entrepreneurs and their companies.

Fee: \$395

20% discount for ACC clients

10% discount for IMCNE, NESAP, ODLG, and BFR members

[Click here to register...](#)

Next Level Leadership Program



"Executives are focusing on how to build a flexible and responsive organization to more quickly detect and respond to market opportunities," according to Forbes editor John Dobosz and GartnerG2 Research Director Neil McDonald (April 2004).

What are you doing to build your leadership competencies?

- Are you looking for a cost effective solution to developing management and leadership competencies?

planning.

Services

Management Training

Leadership Training
Individual Coaching
Management Skills
Workshop

Leadership Assessment

360
DISC
LPI
Myers Briggs

Business Consulting

Business Analysis
Organizational Effectiveness
Change Management
Family Business
Strategic Planning
Succession Planning

Coaching

Leadership Development
Partnership
Family Business
Ownership Team
Managers
360

Team Building

Leadership Teams
Management Teams
Family Business Teams
Partnership Teams
Cross-Functional Teams
Work Flow Teams
Change Management Teams

Quoted in the News

Worcester Business Journal,
August 7, 2006
["Going Deep in the Business Leadership Game"](#)

Worcester Business Journal,
March 22, 2006
["Keeping workers happy: It isn't about the money"](#)

Articles by Bonni Carson DiMatteo

**"Nonprofit Board
Governance: Strong
Leadership is Key"**
[Boston Business Journal](#)
May 26, 2006

**"Employee Buy-in Turns
Company Vision into
Reality"**

- Do you want something that has an impact and extends the learning into the culture of the company and the expectations of management?
- Do you want something that is deeper than a weekend quick fix, that sustains and implements the learning?
- Do you want a guarantee that is based upon an agreed measure of success that you establish?
- Do you know that to replace a key employee is estimated to be 1% to 2.5% of company revenue or between \$10K and \$100K per employee depending on level? (source: ASTD)
- Do you know that the TRS (Total Return to Shareholders) on training that increases development, communication, and morale is up to 200%? (source: SHRIM)
- Do you know that research indicates that there is an average of 5.7 ROI for coaching key employees? (source: Manchester Group)
- Do you want to retain top talent and groom them for the next level?

Then you want the Next Level Leadership Program. This cutting edge program combines:

- Leadership/management training (3 workshops)
- Assessment of core competencies
- 360 assessment telling people how others see them
- Assessment of personality style and its impact on communication (DISC)
- Goal setting
- Individual coaching to develop and enhance competencies, meet goals
- Group coaching to extend learning and build the team
- 6-month, 8-month, and 12-month programs bring your leadership to the next level

And all for less than it would cost you to send a manager to an offsite three-day leadership program.

[Visit our website to request more information...](#)

Worcester Business Journal
March 29, 2006

**"The Quiet Leader:
Legacy of Rosa Parks"**
IndUS Business Journal
December 1, 2005

**"From Entrepreneur to
Corner Office"**
Street Smart
October 2005

**"Big Ideas, Short
Attention Span?"**
Street Smart
September 2005

Interviewed for **"Investing
in One's Own Business"**
INSIGHT, the magazine of
the Illinois CPA Society
April 2005

**"Lessons From the Soup
Kitchen"**
IndUS Business Journal
February 2005

**"Lessons in
Communication from the
Tsunami"**
*Women Entrepreneurs in
Science and Technology, Inc.
(WEST)*
February 2005

**"10 Reasons Why You
Should Have a Coach"**
Contact
February 2005

**"Does Your Company
Have the N.O.M.A.R.
Syndrome?"**
*Executive Excellence in
Sales and Service*
December 2004

**World Women In
Technology
"Igniting and Leading
Change"**
Thinking Out Loud
March 2004

**"Creating and
Communicating Your
Vision"**
*Women's New England
Business Association*
January 2004

**Tips for Effective
One-to-One
Communication**

FLAIRS(TM)

Focus on the speaker
Listen actively
Acknowledge perspective
Inquire
Respond
Strategize solutions

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