

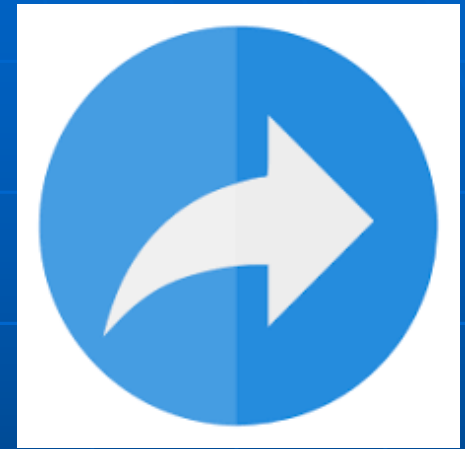
# No, The Customer Isn't Always Right



LibraryWorks

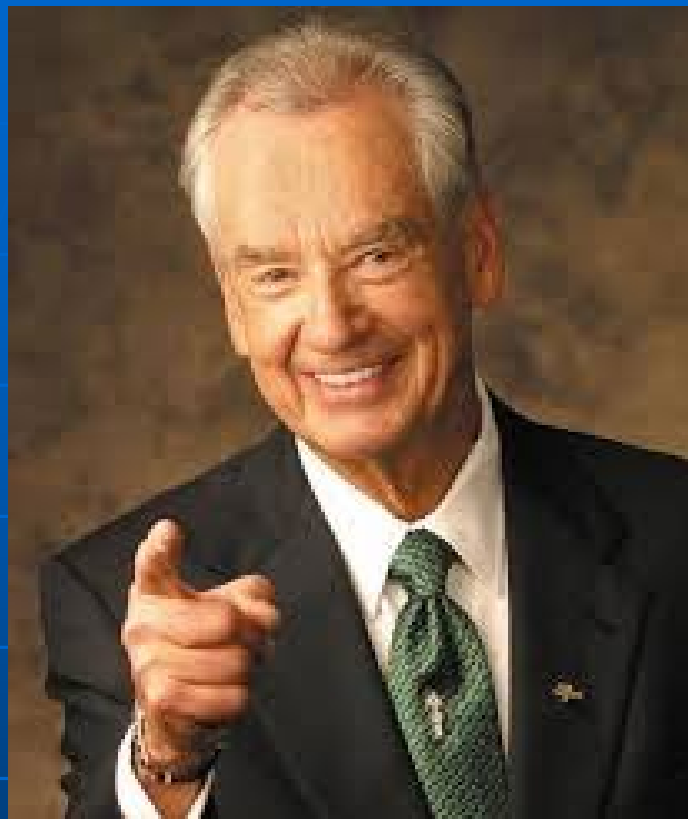
# Foundation of Learning

- Share your experiences. They provide valuable insight.
- If you are doing something that gets the results you want, keep doing it.
- Take the information you learn here and put it into your own style.



**Almost every  
successful person  
begins with two  
beliefs: the future  
can be better than  
the present, and I  
have the power to  
make it so.**

happytree.com



**YOU CAN HAVE  
EVERYTHING  
IN LIFE YOU WANT,  
IF YOU WILL JUST HELP  
ENOUGH OTHER PEOPLE  
GET WHAT THEY WANT.**

**-ZIG ZIGLAR**

[Ziglar.com](http://Ziglar.com)

# Goals and Objectives



- How To Determine if a Customer is Worth Keeping

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- To Determine if a Customer is Worth Keeping
- When to Fire a Customer

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- To Determine if a Customer is Worth Keeping
- When to Fire a Customer
- How to Focus on Attracting the “Right” Customers

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- To Determine if a Customer is Worth Keeping
- When to Fire a Customer
- How to Focus on Attracting the “Right” Customers
- Best Practices of Employee First Companies



# Answer in Chat

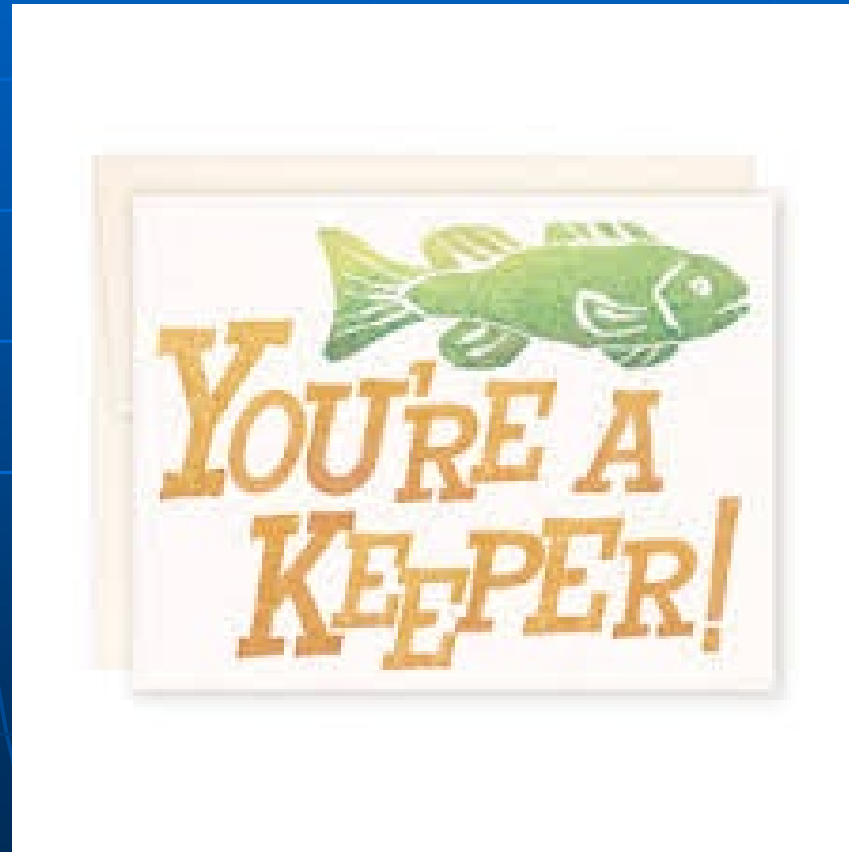
Does your organization believe “The Customer is Always Right”? Why or Why Not?



Is this a customer worth  
keeping?



# How To Determine if a Customer is Worth Keeping



# Does Your Organization Have a Customer Code of Conduct?

You must  
be at least  
**8** years  
old to be  
by yourself  
in the library  
(children under 8 must have someone at least  
16 years old to supervise them)

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HOW TO ENJOY  
BEXLEY PUBLIC LIBRARY

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# HOW TO ENJOY BEXLEY PUBLIC LIBRARY

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**Be kind to one another.**

Please use polite language and respectful behavior with both staff and other patrons.

**Bring your children to the library and keep them with you.**

Parents or caregivers are expected to monitor and control the behavior of their young children.

**Use your cell phone, but not your ringtone.**

Please turn your phone to vibrate and keep conversations short and at a reasonable volume so as not to disturb others.

**Use the Internet appropriately.**

While using the Internet, make sure your research remains within the bounds of what is legal and appropriate for viewing in a public area. You must read the Internet Use Policy before using a library computer. Library computers may not be used for any unlawful purposes, and unauthorized copying of copyright-protected materials and online gambling are prohibited.

**Enjoy our facilities.**

The collections, study areas, and restrooms are here for you to use. Please remember that all of these are shared spaces. Make sure that however you choose to enjoy the library, you are respectful of others and of library property.

**Feel free to enjoy your beverage in a covered container.**

While we prefer that you not eat in the library, small snacks are permitted everywhere but at our computers. Wrappers, crumbs, and other debris must be cleaned up before you leave.

**Dress appropriately.**

Please dress appropriately and include a shirt and shoes with your outfit.

**Love your pets, but don't bring them to the library.**

Licensed service animals are the only animals permitted in the building. Please do not leave your pet unattended on library property.

**Listen and learn at a reasonable volume.**

Conversations or activities should not disturb other patrons or library staff. If you are using a radio, MP3 player, or other personal listening equipment, please use headphones and keep the volume at a level that cannot be heard by others.

**Share furniture and equipment appropriately.**

Please do not monopolize or obstruct space, seating, tables or equipment to the exclusion of others. The library also reserves the right to limit the number of people who may sit together at a table if the group is disturbing others. There is a limit of one person per chair.

**Keep your belongings with you.**

Do not leave personal belongings unattended. Staff may move belongings which have been left unattended. Staff cannot be responsible for watching your items for you.

**Lock your bikes, skateboards, or scooters outside.**

Ride your bike, skateboard, or scooter to the library, then lock it outside. We are not responsible for stolen items and do not have space for storing bicycles, skateboards or scooters inside. For the safety of others and of our property, patrons may not skateboard, roller blade or roller skate on library property, including the parking lot.

**Check out library materials.**

The library reserves the right to inspect all bags, purses, briefcases, packs, etc. for library material that has not been checked out.

**Ask for assistance.**

Tell a staff member if you have a concern about the building, the parking lot, or another patron. Please allow library staff to address these situations. We will do our best to come to a quick resolution.

**Petition outside.**

Petition (for voting, ballot issues, etc.) only outside of the library. Petitioners may not enter the library proper, block building entrances or exits, interfere with library patrons & use of the library, or otherwise impede access.

**The following activities are prohibited on library property:**

- The possession of a firearm or weapon
- The possession, consumption, or sale of illegal substances or alcohol
- The use of tobacco products or electronic substitutes
- Fighting, hitting, or physical or verbal abuse
- Harassment
- Gambling, buying, selling, or soliciting for personal or commercial gain
- Any illegal activity
- Persons who are under the influence of alcohol or an illegal substance will be asked to leave immediately.
- Please note this list is not exhaustive.

**Respect the library and respect each other.**

In the case of serious or repeated violations of the Patron Code of Conduct, patrons will have their library privileges revoked or restricted by the Library Director or her designee.

*Thank you for helping to keep Bexley Public Library a safe and pleasant place for our community.*

Attachment	Size
 <a href="#">Welcome Statement and Code of Conduct</a>	87.68 KB

# Why is this important?

A Code of Conduct sets the standards for behaviors in the library

Behavior that is Rewarded is Behavior that is Repeated

Consistency in delivery / enforcement of the Code of Conduct is important

How it is enforced is important too



# How Do You Do That?

**P**LAN  
**D**O  
**C**CHECK  
**A**ADJUST

# When to Fire a Customer



**YOU'RE  
FIRED**

A red ink stamp with a double-line border. The text "YOU'RE FIRED" is written in a bold, sans-serif font, with "YOU'RE" on the top line and "FIRED" on the bottom line.

# What's Your Viewpoint?



**What do**  
*you* **think?**

# Everybody's Different

**SUSPENDED**

**BANNED**  
FROM  
PUBLIC  
LIBRARY

# Why is this important?

Customers need to know that certain behaviors have consequences

Employees need to know that their workplace is safe

Customers need to know that their library is a safe place

We must overcome the fear of losing customers

# How Do You Do That?



Clear communication  
doesn't happen  
by chance.

10



Have You Ever....

RolePlay

**WHAT  
HAPPENED**

# How to Focus on Attracting the “Right” Customers for Your Library

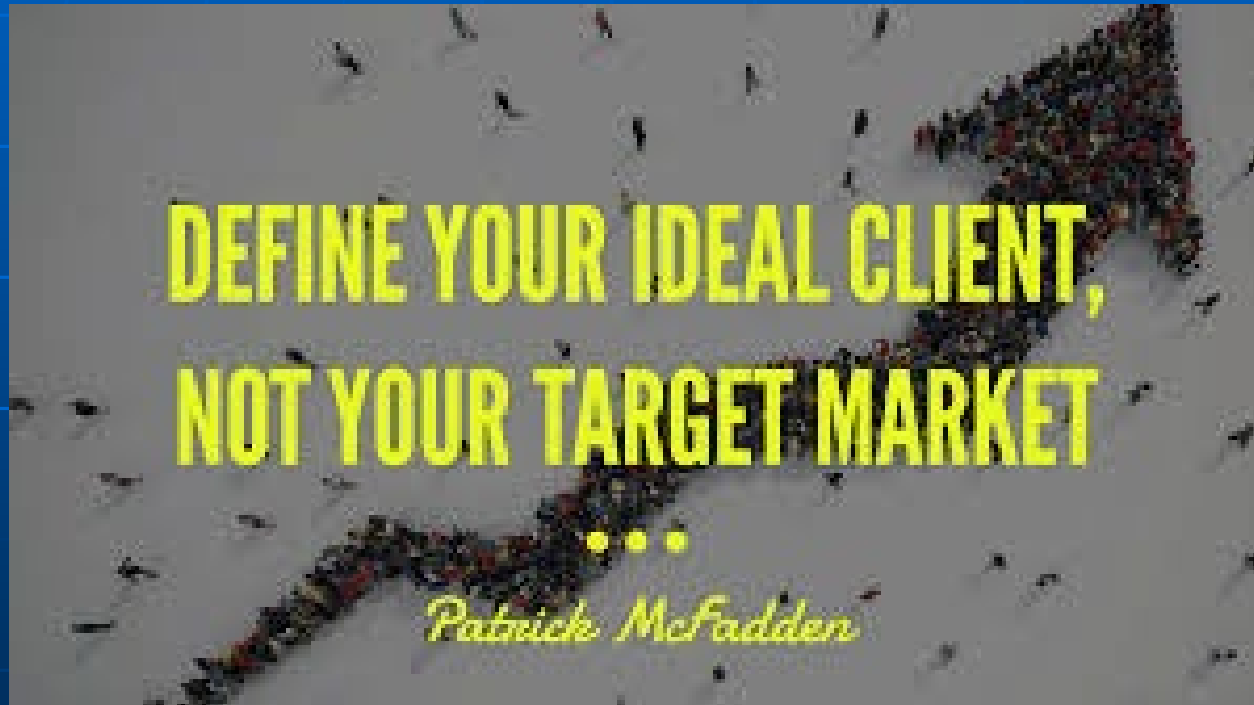
**“If people believe  
they share values  
with a company,  
they will stay loyal  
to the brand.”**

-Howard Schultz



So....

Who is Your Ideal Customer?

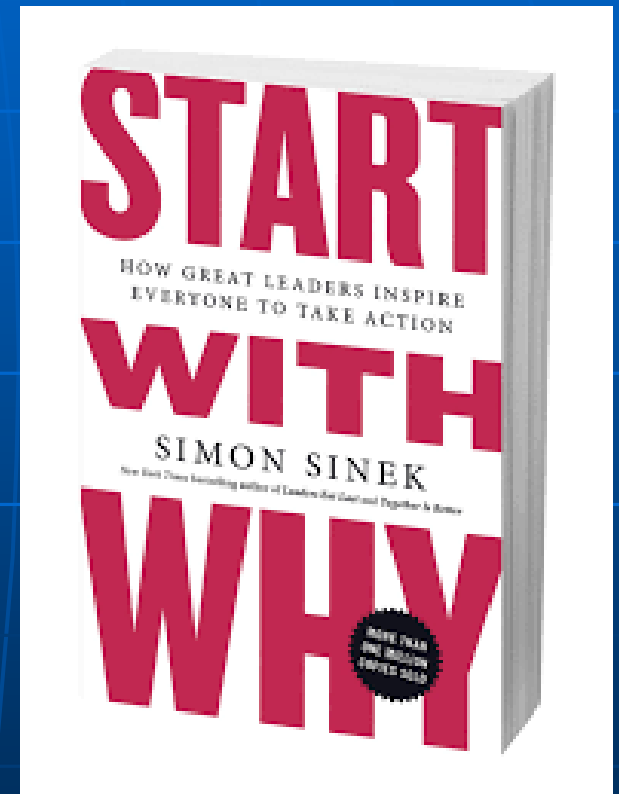
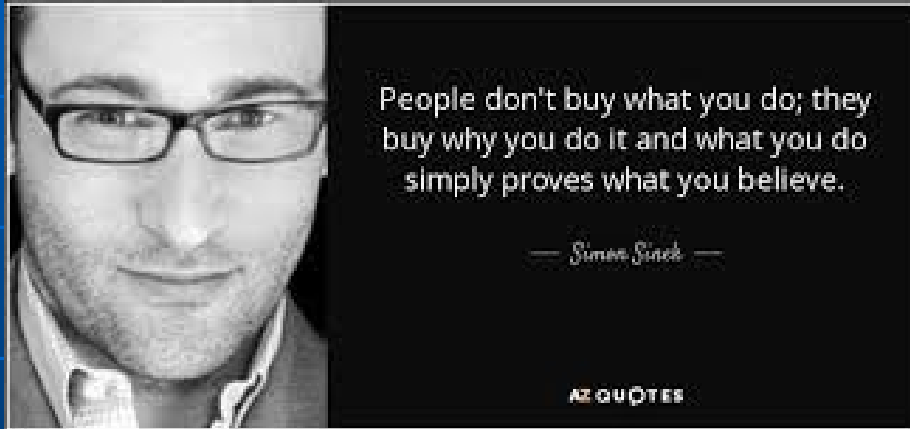


# Some Questions to Consider

## 10 Questions to Define Your Ideal Customer

- 1 Where do they hang out?
- 2 Where do they get their information?
- 3 What are their challenges & frustrations?
- 4 What are their goals & priorities right now?
- 5 What brands do they like?
- 6 What is their preferred form of communication?
- 7 What phrases and exact language do they use?
- 8 What is their budget?
- 9 What does a day in their life look like?
- 10 What makes them happy?

# Remember the wisdom of Simon Sinek



# Why is this important?

To attract your ideal customers, you have to know who they are

You then must ask them about their needs, wants and challenges to keep them coming back



# What to Do

Communicate Your Library “Why”

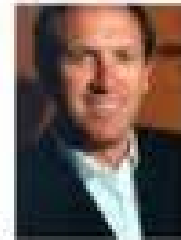
Get Clear on Your Messaging

Make Sure that Everyone is Sharing  
the Same Messages

Believe BEFORE You See the Results

# Best Practices of Employee First Companies

"We built the Starbucks brand first with our people, not with consumers. Because we believed the best way to meet and exceed the expectations of our customers was to hire and train great people, we invested in employees."

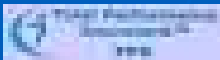


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**Howard Schultz**  
Starbucks chairman & visionary

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# And this is why...



© 1996 Center for Business Ethics

## **Employees first, customers second, and shareholders third**

**You will not make your customers happy if your employees are not happy and you will not make the shareholders happy if your customers are not happy.**

**A study by Harvard Business School found that companies that focus more on employees, show four times the growth rate and eight times the employment growth of those companies that only focused on increasing the wealth of their shareholders.**

# Invest in Employee Development



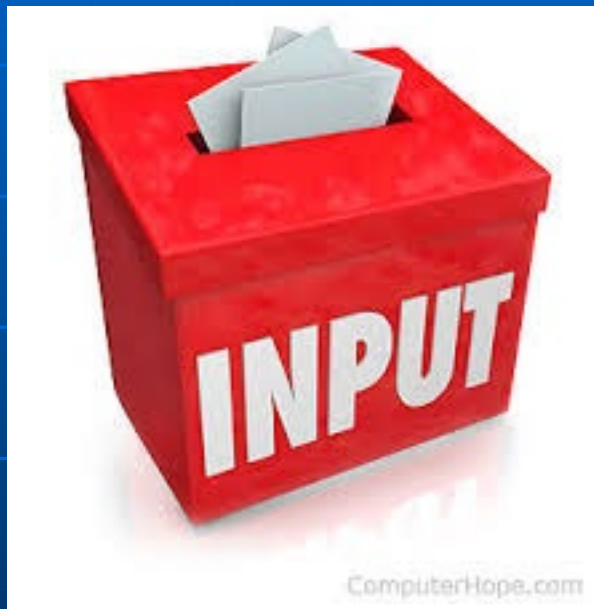


Encourage employees to focus on the greater purpose in their work



Staff members created poster stories to highlight the positive impact of their work.

# Employees Have Input in Decisions



# Collaborative vs Authoritarian Culture



# Align to Values/Purpose



# Answer in the Question Area

What is one thing you learned today that you can immediately use?

Yes

No





# Thanks for Attending

Thank  
You



LibraryWorks