

## What Is Your Company's Greatest Asset?

by Deborah Chaddock Brown

When you think of your department, your company, what would you say is your greatest asset?

Your brand? Your intellectual property? Your corporate goodwill?

I would argue that without your associates, your company would be inconsequential. From entry level to executive team, the associates within your organization represent who you are to the customer. What image do they project? What does your customer learn about your company from their interaction with your associates?



You've heard the statement "if momma ain't happy, ain't nobody happy." Same can be said for your associates.

When I worked as a Franchise Manager for Pearle Vision I remember visiting one location that was owned by a doctor who owned three stores. He spent the majority of his time working in a different location and so the associates in this particular store felt a little abandoned. It showed in their work ethic and their interaction with the customers.

"We don't recommend any of the extra lens treatments to our customers," said one associate. "It just means more money in his pocket and if the customer doesn't ask, why should we go out of our way to mention it?"

Wow. How often, as a customer, have you made a purchase and were grateful to the associate for their recommendations? Often we don't ask for something because we don't even know it is an option. So you have to consider: How much money never made it to the cash register because of the attitude of these two associates?

First, please know, these were good people they just hadn't received training and weren't communicated with on a regular basis. They were in the dark and so operated with the only information at their disposal: money goes into the cash register and then into their boss' bank account. Regardless if the daily deposit amount was large or small, their paycheck remained the same so "what's the dif?"

The difference? The reputation the store had in the community, the profitability of the business and within less than a year the owner decided to close the door. Unbeknownst to the associates – their actions resulted in them both losing their positions.

How we treat our associates is a direct connection to how they treat the customers which in turn impacts our bottom line.

Do you treat your associates as if they were your greatest asset?

Two-way communication is a key component to positive morale and associates who think good of the company and convey that to your customers. What programs do you have in place to ensure consistent, effective communication to and FROM your associates?

Need help? Call me. **330-414-8792**

## Share Your Story

One of my customers, Don Philabaum of Internet Strategies Group is putting the finishing touches on his next book entitled: Web 2.0 Customer Engagement, Amplifying Word of Mouth & Buzz Marketing using Online Community, Social Networking and Social Media Tools and is using Survey Monkey to gather informational stories for his book.

He's looking for anecdotal experiences from people who have used Internet Marketing. He'll be putting 20 of the stories in his book. So if you participate - it's free advertising in his book!

If you are interested in more information or would like to participate in his survey, [click here](#).

## Timely Industry Information

Are you looking for the latest in trends and news in your industry? Would you like to know who's writing about you and your company on the web? Check out Google Alerts. Set the alert for your company name, your personal name or key industry terms and then determine how often you'd like to be notified. You'll receive an email with the latest news article, website or blog comment with your key words. Be the first on the block to be in the know!

## August 7th is Treasure Your Customers day!

According to Entrepreneur Magazine, August 7th is a day set aside to say "thank you" for the opportunity to work together. So, here I am saying THANK YOU.

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