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The Empower Letter with Mark Bowser

March 2005

Dear Don,

I am very excited about this issue of *The Empower Letter*. I believe that the ideas in this issue can make an instant, dramatic, positive change in your life. Wow! How do we live up to this? We have two articles that are going to tackle to big things in our lives: our relationships and change. A couple of things you need to know about this issue are one, this issue is longer than most issues of *The Empower Letter*, and two, my article on relationships is written from a Christian perspective. I don't think one can really talk about improved relationships without bringing faith in God into it. I also am excited and honored to be able to include an article on change by Dr. Denis Waitley, the author of *Seeds of Greatness*. I hope you enjoy this issue and if you do then please help us spread the word. Forward this issue to your family, friends, and co-workers. If they would like to have their own free subscription then they can sign up at www.MarkBowser.com. Thanks for all your support. MAKE IT A GREAT DAY!

God bless,

Mark Bowser

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Mark Bowser is "providing inspiration to individuals and organizations through effective training that produces Positive Results!" Mark Bowser is one of the top Professional Speakers and Corporate Trainers in the market today. Organizations he has trained include Southwest Airlines, Makino, Inc., Ford Motor Company, The Kellogg Company, FedEx Logistics, the United States Air Force, and many many more.

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1. "Fabled Service" How Nordstrom Wins the War For Customers

by Mark Bowser

Joy was in the air. It was Christmas time. That special time of the year when we sing, fellowship, and of course shop. Reverend Carolyn Crawford was no different. She walked into a Nordstrom Department Store and was immediately bombarded with the sights and sounds of Christmas. The store was beautifully decorated with all the Christmas trimmings. The air was filled with the sweet aroma of perfume and potpourri. And of course the glorious sounds of Christmas music emanating from a gorgeous piano. Everything seemed almost perfect.

About this time, a homeless bag lady walked into the store. Her appearance was haggard, dirty, and sloppy. Her aroma definitely contrasted to the smells of the store. Reverend Crawford's heart went out to this desolate woman. She knew the bag lady was going to be thrown out of the store. What an attack that will be to this lady's already poor self-dignity. Reverend Crawford decided to follow the bag lady. Maybe she can help save the bag lady some dignity when security asks her to leave.

The bag lady walked up to a clerk and asked to try on some evening dresses. Gown after gown was brought in for the bag lady to try on. The clerk complimented her on which gowns flattered her figure. Every warmth and kindness was given to the bag lady as if she were a real customer. She couldn't afford any of those dresses. Was the clerk out of touch with reality? After the bag lady left the store, Reverend Crawford, out of curiosity, had to know why this clerk handled this situation in this manner. She walked up to the clerk and asked, "Why did you treat that lady as if she were a real customer? She couldn't afford any of those dresses!" The clerk looked at the reverend with a gentle demeanor on her face and said, "This is what we are here for: to serve and to be kind."par This story is found in a wonderful book by Betsy Sanders titled Fabled Service. This book is about serving the customer. What does it take to make a customer happy? Betsy Sanders knows. As a former vice president with Nordstrom she knows it is to serve and to be kind. But what does that really mean? In order to discover this, I want you to do something for me. Bend down and take off your shoes. Go ahead, take them off. Now look at your feet. What do you see? Suppose you had to take those feet of yours and put them in the customer's shoes. Now what do you see? What do you want as the customer? What would make you happy? Betsy Sanders says, "If the customer does not care about it, it is not service." Everything we do has to run through that filter. What are

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we doing that the customer doesn't care about. One of my pet peeves is the automated telephone system. You know what I am talking about. "If you have this situation then please press 1, if you have this situation then please press 2, etc..." So, you finally push a button and what does it do? It sends you to another menu. I hate these systems! Who are these systems designed to help - the customer or the company? ANSWER: THE COMPANY. "If the customer does not care about it, it is not service." I don't have a problem with a one menu driven system that gets you to the right department and then a live person but the multi-menu systems have to go.

My family owns a company in Indiana called the Bright Corp. If we were to call them during normal business hours, a live person would greet us. My father and uncle are adamant about this and they should be. They built that business on personal contact with the customer. Now, I am not against technology, I use the technology myself. However, the technology must be used to better serve the customers. So the two questions I leave you with today are: What do your customers really want? and What can you do to serve and to be kind? Live the answers to these two questions and your organization will be well on its way of reaching that ever stretching plateau of Fabled Service.

2. The Ten Commandments of Customer Service

by Mark Bowser

1. Find a need and fill it.
2. Listen! Listen! Listen!
3. Smile!
4. The customer is not always right, but they are the king and queen.
5. Be polite, nice, and kind at all times.
6. Connect with the customer! BUILD RAPPORT!
7. Light up! Be positive and enthusiastic
8. Keep your cool! Don't let the customer get you hot under the collar.
9. Take care of yourself. Conquer your stress or your customer service will stink.
10. Treat the customer as you want to be treated.

Don't Argue About Unimportant Things

by Mark Bowser

Have you ever noticed how often we argue about dumb stuff. We fight about things that really have no long term importance at all. We just want to win the fight. Now, let's think about the damage this futile exercise can do to our relationships. If this doesn't stop, it can in time cause severe damage to the intimacy and trust in your relationship.

You might be saying, "I agree Mark, but how do we stop arguing about unimportant stuff?" One of you has to bypass the heated emotions and say, "Is this really worth arguing about?" If we can simply stop and think, in many cases, both sides will see the futility of the fight. In those cases that one still wants to continue the fight, the other can refuse. You can't fight with just one. It takes two to argue.

Excerpted from Power Nuggets for a Happy Marriage by Mark Bowser

What People Are Saying... Quotes to Live By!

"Whoever claims a right for himself must respect the like right in another."

~James Bryce

"It is the supreme art of the teacher to awaken joy in the creative expression of knowledge."

~Albert Einstein

"Leaders must model the leadership they desire."

~John Maxwell

"In just a little while I will be gone, and you won't see me anymore. Then, just a little while after that, you will see me again."

~Jesus Christ (The Holy Bible, John 16:16 NLT)

"...The most important commandment is this: 'Hear, O Israel! The Lord our God is the one and only Lord. And you must love the Lord your God with all your heart, all your soul, all your mind, and all your strength.' The second is equally important: 'Love your neighbor as yourself.' No other commandment is greater than these."

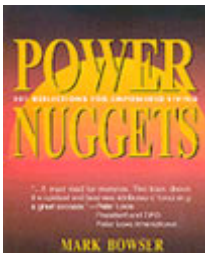
~Jesus Christ (The Holy Bible, Mark 12: 29-31 NLT)

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Have you read POWER NUGGETS by Mark Bowser?



This is what Peter Lowe has to say about it.....

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