

THE MARKETPLACE EDGE

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A Complementary Issue From Your Sponsor
Helping People and Companies Achieve Their Dreams and Goals!

This issue of **The Marketplace Edge** is Sponsored by Sonic Drive-In



The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.

— Vincent T. Lombardi

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How To Keep Your Customers Happy

1. Ask your customers to rate you on your customer service.
2. Hold customer feedback meetings at least quarterly. Discuss issues, challenges, what they like and dislike, and how you can serve them better in the future.
3. After the meeting, take action on the recommendations.
4. When responding to a complaint, have the person or department that is responsible take action in the resolution of the complaint.
5. Communicate with your customers often. Use a company newsletter to update your customers on products and services, issues you are working on, and any changes you are making.
6. Celebrate your successes and your customer's successes openly. Have these successes published in your newsletter, throughout your departments, and in press releases.
7. Always celebrate your employee's successes to your customers and your other employees. This will let everyone know that you value your people.
8. Go above and beyond your customer's expectations. Keep your word. Always deliver on time or earlier than expected and at a higher quality than your customers expected.
9. Give your customers more than they paid for every time.
10. Have fun. Let your customers know that you enjoy what you are doing.



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Six essential qualities that are the key to success: Sincerity, personal integrity, humility, courtesy, wisdom, charity.

— William Menninger

Getting Ahead In Your Organization

If you are looking for ways to promote your own ideas within your company, the best strategy is to help the boss achieve their goals. It helps to know what your boss's goals are and that of the company as well as what they need from you in order to achieve them. Once you know what is expected, you can find ways to achieve those goals and make your boss look good to their boss.



Your boss will be open to accepting your ideas and helping you to get ahead in the company.

It is also very important to keep an open relationship with your coworkers. If they know that you care about their success, they will be more likely to help you with yours. If you don't keep this relationship open and building, your coworkers may not be as helpful when you really need them to be.

HUMOR IS HEALTHY...

Two snakes were crawling along when one snake asked the other, "Are we poisonous snakes?"

The other replied, "Too right we are! We're rattlesnakes. Why do you ask?"



To which the first replied, "I just bit my tongue."



Food For Thought

Did you know?

Question: Why doesn't drinking water cool your mouth after eating spicy food?

Answer: The spices in most of the hot foods that we eat are oily, and, like your elementary school science



teacher taught you, oil and water don't mix. In this case, the water just rolls over the oily spices.

So what can you do to calm your aching tongue? Try one of these three methods. Eat bread. The bread will absorb the oily spices. A second solution is to drink milk. Milk contains a substance called "casein" which will bind to the spices and carry them away. Finally, you could drink something alcoholic. Alcohol will dissolve the oily spices. (Good reason for a drink!!!)

Question: They weren't invented in France, so why does everybody call them "French fries?"



Answer: It's true, the French fry wasn't invented in France. (Its origin is probably Belgian.) But the "French" in French fries doesn't refer to its country of origin. It refers to the way in which

this side dish is prepared.

Food that is cut into strips is said to be "Frenched." Since French fries are strips of potato that have been fried, they became known as French fried potatoes, or "French fries."

Question: Why is it called a "hamburger" if it doesn't contain ham?

Answer: At first glance, it seems that the word "hamburger" is a combination of the words "ham" and



"burger." Therefore, one naturally assumes that a hamburger is a burger that contains ham. But the word "hamburger" actually traces its roots back to Hamburg Germany, where people used to eat a similar food called the "Hamburg steak." Eventually, the Hamburg steak made its way to the United States, where people shortened its name to "hamburger."

Submitted by Rod Seba

Chuckle of the Month

A city boy moved to the country and bought a mule from an old farmer. The farmer agreed to deliver the mule the next day.

The next day, the farmer drove up and said, "Sorry, but I have some bad news. The mule died."

"Well, then just give me my money back."

"Can't do that. I went and spent it already."

"OK, then. Just unload the mule."

"What ya gonna do with him?"

"I'm going to raffle him off."

"You can't raffle off a dead mule!"

"Sure I can. Watch me. I just won't tell anybody he's dead."

A month later the farmer met up with the city boy and asked, "Whatever happened with that dead mule?"

"I raffled him off. I sold a hundred tickets at two dollars apiece and made a ninety-eight dollar profit."

"Didn't anyone complain?"

"Just the guy who won. So I gave him his two dollars back."



ONE MINUTE IDEAS

Steps to a Happier Life

- Think and Act Happy. You will create that state of mind for yourself and inspire it in others
- Take Control. Make effective changes in your life
- Set Goals that urge you forward, yet are still realistic
- Engage Your Skills. Seek activities that use your abilities
- Be Healthy. Eat well, exercise regularly and get plenty of sleep
- Surround Yourself with happy people and nurture these relationships
- Be Compassionate and help those in greater need
- Stay Open to new people and experiences so you continue to grow
- Take A Moment each day to reflect on the positive things in your life

- Author Unknown



Sonic Facts...

What We're Famous For...

- Our delicious burgers are made to order
- Onion rings hand made daily
- We serve fresh fruit and flavored shakes
- Great breakfast selection including breakfast burritos
- Mouth watering toasters and wraps
- Extra long chili cheese coney
- Try some tots with cheese



Happy Hour

2 PM - 5 PM

All Drinks and Slushes -
Any size for only 99 Cents



If Dogs Could Teach

If a dog was the teacher you would learn stuff like:

When loved ones come home, always run to greet them.

Never pass up the opportunity to go for a joyride.

Allow the experience of fresh air and the wind in our face to be pure ecstasy.

When it's in your best interest, practice obedience .

Let others know when they've invaded your territory.

Take naps.

Stretch before rising.

Run, romp, and play daily.

Thrive on attention and let people touch you.

Avoid biting when a simple growl will do.



On warm days, stop to lie on your back on the grass.

On hot days, drink lots of water and lie under a shady tree.

When you're happy, dance around and wag your entire body.

No matter how often you're scolded, don't buy into the guilt thing and pout...run right back and make friends.

Delight in the simple joy of a long walk.

Eat with gusto and enthusiasm. Stop when you have had enough.

Be Loyal. Never pretend to be something you're not.

If what you want lies buried, dig until you find it.

When someone is having a bad day, be silent, sit close by and nuzzle them gently.

—Author Unknown

Fun and Motivation In The Workplace

Smart companies know that good employees become restless when work stops being fun. To increase the motivation and fun in your organization, follow the example set by these successful companies.

- **Southwest Airlines** is famous for encouraging their employees to have fun with their customers and co-workers. They hold contests throughout the year. *Examples:* A terminal design contest, a Halloween costume contest, a chili cook-off contest, and a newsletter design contest.
- **Crate and Barrel** encourages managers to give their sales associates a “surprise hour off” to walk, exercise, shop, or whatever they would like to do to come back refreshed.
- **Bank of America** sponsors a one-month “Laugh a Day” challenge. Employees try to make co-workers laugh with jokes and cartoons.
- **Dun and Bradstreet** gives “Stress Support Kits” to customer service consultants. The kits contain chewing gum, aspirin, a comedy cassette, wind-up toys, and a rubber ball for squeezing during stressful moments.



Not much happens without a dream. And for something great to happen, there must be a great dream. Behind every great achievement is a dreamer of great dreams.

— Robert Greenleaf



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