



## M-Level Systems: M-Guide Reach New Levels

September 2007

The Gold Standard

### A quick story...

The closest I'd ever gotten to surgery was having my wisdom teeth removed, so when I was recently rolled into the O.R. and everyone was wearing big oversized footies (surgical covers) on their heads, I said to myself, "Wow this is the real deal."

### Behind The Scenes

It's not so much the IVF surgery, but the story of the **customer service** behind the surgery that I want to share with you.

First, the surgical team welcomed me; they called me by name and gave me theirs while collecting my vitals and briefing me on what was to come.

10 minute countdown: I was moved to the O.R. table and introduced to the rest of the team, who also gave me their names. They glided seamlessly through various activities, all while making me feel at ease, and to tell you the truth, entertained. While this exchange was going on, I barely noticed each person handing off instruments, and communicating with their teammates about pre-op procedures.

The service I received from Dr. Graubert was amazing and in my experience, is not typical in his industry. So why did I receive such a high level of service? Because **great service comes standard** with this business owner and his team.

\* The staff called me by name even though most of them had just met me.

\* My questions were answered before I asked them, which made me less anxious because I knew what to expect.

\* Everyone went out of their way to treat me like family.

I really wanted to share this story because it's a great example of a **Customer-Focused** business at it's best.

### **Does your business or team represent the Gold Standard?**

Ask yourself: Is your business customer-focused? How do you and your team exceed your customer's or even each other's expectations?

#### **Do you...**

- \* Know your customers by name?
- \* Create an environment in which they're comfortable doing business, even virtually?
- \* Have a clear vision of what kind of experience you want your customers to have?
- \* Surround yourself with a team who can share and implement your vision?

I'm sure you can come up with even more. What if you looked at your business from a different point of view... your customer's?

#### **What if you...**

- \* Made it as easy as possible for your customers to do business with you?
- \* Developed a customer-focused strategy for getting your business to the next level?
- \* Had a very clear service philosophy and culture that became key drivers for your business?
- \* Surrounded yourself with a team who made your vision a reality?

The daily value you provide will create a reserve of goodwill and authenticity that your customers and your team will remember and positively react to.

**INSPIRE** your customers to continue to do business with you and they will refer you over and over again to their friends and colleagues.

### **If you want to change your business or life, begin now! Take advantage of our Strategic Partner Program...**

**Quickly zero in on business problems.** The Strategic Partner Program will help you create a pathway to results.

**Developed exclusively for business leaders and owners** this program shows you a way to strategize that takes very little time, and gets you on track

Cheers!

Diana



**P.S. Don't forget to share this newsletter with your friends and colleagues.**

Diana Keith, owner of M-Level Systems Consulting, has been helping to create high performance organizations and teams for eighteen years. See her website [www.mlevelsystems.com](http://www.mlevelsystems.com) for valuable resources, and programs to get better business results through your people. Get a free copy of her [Strategy Guide](#) to create your strategy for success.