

PEOPLE

GOING THE EXTRA MILE



VIDEO
TRANSCRIPT
TWO



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Two

Going The Extra Mile

We're now going to talk about "Going The Extra Mile" and how important that is for the growth of your business.

It is something that you can do for your customers that will cause them to come back to you time and time again.

Going the extra mile is, in reality, rendering more and better service than you're paid for. Going the extra mile has got to do with a state of mind that you have not just some of the time but all of the time. It's a commitment to doing more than is expected of you, doing more than what you have to do.

Now, it's a fantastic state of mind to be in as you run your business to think like going the extra mile, giving it the extra 10% because it'll come back to you 100 fold.

Now, if it's a state of mind, it is certainly something that you'd like your staff participating in. You'd like to know that as your customers walk out of your business, they are satisfied and convinced that your people have delivered more than they had to, they've given it more than the full 100% in terms of attitude and commitment in their conduct and behavior.

But to get your staff to do that, where does it start?

I promise you, it starts in the chief executive's office, where he or she has to practice and think of the importance of going the extra mile themselves.

And in fact, some people associate going the extra mile with business, giving it a little more than we have to. It's easy to associate it with business because all our marketing and commercial organisations will talk about that a great deal; "Go the extra mile, give it the extra 10%."

But of course, the reality is that going the extra mile is not just for business, it's also for our private life. It's got to do with how we behave. It's got to do with how we think.

And the reality is because it's a state of mind, it is best that it is not just a switch that you switch on and off, but that you have it all the time.

Video Transcript Two

Going The Extra Mile/Continued....

So it would be fair and helpful to you, as we practice going the extra mile, that we start at home.

It's a good idea before we leave home that maybe we do chores that aren't normally considered ours, and you'll find people raising their eyebrows wondering, "Why did he or she do that?" Why? Because we're getting into the right state of mind; doing over and above what we have to.

And then as we get into our car and head for work and we're in a rush and we're rushing through the traffic, and sometimes we can be accused of being a little bit selfish and a little greedy as we keep the other guy from coming out of the side road, why don't you just sit back?

Going the extra mile is allowing the other guy to do something that we don't have to let him do, but the truth is it gets us into the right state of mind as we head into work.

And as we park our car in our place of work and there's a piece of litter in the carpark that the cleaning lady would be picking up very shortly, it's not illegal or improper that maybe I pick it up and be seen to do so.

Try and do over and above what we've promised, try and do over and above what we've guaranteed them so that the customers will think, "What a generous spirit."

What we hand out in life comes back. And the more we do for other people, the more it'll benefit us.

So it's really important, for the business to grow and develop, that they have a reputation for doing more than they have to. It'll help us in our self-confidence and self-esteem and self-respect as we continuously to do more than we have to.

And that's what'll help your business grow enormously.

DON'T FORGET TO WATCH THE "GOING THE EXTRA MILE" VIDEO.