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May 2020 Monthly Sales Tip

Implement Safe Work Practices And Be Compassionate With People!

Greetings Sales and Service Professionals!

All of us at Butler are safe and well and hope you all are too. "May we live in interesting times!" I've been told by others that this is an old Chinese curse bestowed on people as a sign of change. So, get ready! If you think we've seen change, it's only just beginning. My Dad always stated, "We either learn to manage change or change manages us."

We also live in challenging times and safety is now the new normal if we're going to continue to move forward. One of the best tips I've learned over the years, and have shared with so many of you, is to start off all training, meetings, interviews and customer conversations with a safety brief. A safety awareness or overview that's relevant to the conversation or topic. It can be short, quick and to the point as it immediately sets the stage and grabs everyone's attention. My daughter is on the front lines as a home care nurse and just moved into a new neighborhood. As we were unloading, one of the neighbors came right up to us and said, "We're not practicing social distancing around here." My daughter immediately responded with, "Oh, I'm sorry to hear that. I'm a home care nurse and I treat patients who are COVID-19 positive, so we'll continue to practice social distancing on this side of the street." The neighbor didn't say a word and walked back to her driveway! We laughed and I continued to tell my daughter more about safety briefs. So she starts every visit now with a safety overview before treating the patients. Her supervisor noted this in her charting and other nurses are now doing safety briefs too.

The last several weeks have been very interesting and challenging for all of us, to say the least. We've all had the experiences and the frustrations of being cooped up with our families while turning our homes into temporary schools and offices. Patience can run thin and tempers can flare. So remind each other, with compassion, that we're in this together. Another tip I've shared with so many of you is to turn up your sensitivity button when dealing with people, especially now as we start to come out of this and establish our new normal with business, home and life. At Butler, we're so grateful for what we have and will continue to be a resource and serve all of you. So, get ready, you'll be hearing more good things about us very soon! Be strong, stay safe and well, and treat everyone with compassion, dignity and respect.

Good Luck with your Sales and Service Excellence!

Bob Butler, TSP
and the Butler Learning Systems T.E.A.M.
Together **E**ach **A**chieves **M**ore

**Send your information, ideas, thoughts and suggestions
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