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## ***September 2021 Monthly Sales Tip***

### ***Customer Service is a Human Experience... Not Technology & Machines!***

Greetings to all Service and Sales Professionals!

I caught bits and pieces of the movie, "Caddyshack," while flipping through the channels last weekend. It reminded me of my caddying days in the '60s at Moraine Country Club, here in Dayton. This was the part of my life where I first learned about providing exceptional customer service, as it meant all the difference in the world about getting a tip or no tip at all!

I started caddying when I was nine years old. Granted, I started at a young age, but physically I was as wide as I was tall, so I became the perfect specimen to be a doubles caddy. That's right! Back then, you could carry one (single) or two golf bags (double). I knew very quickly I could more than double my wage, including tip, by carrying two bags during a round. Can you visualize a fat little kid carrying two golf bags that were as tall as he was? My big head was all you could see between two bags of clubs, which added to my girth and roundness, hence the name "Butterball" was bestowed upon me. This was what the other guys called me at the caddy house where we hung out most of the time when not out on the golf course.

The caddy house was a life-changing experience for me. Remember, I was only nine at the time and watching the alpha male experience unfold that summer left an everlasting impression on me. This experience taught me how to fight, curse, smoke, gamble and drink! The older guys had bottles of MD 20/20 stashed out in the courtyard where they played basketball. I also learned how to play ping pong at the caddy house and soon became one of the better players as "Butterball" became known as the player to beat.

Jim Ehler was our CaddyMaster, who ran the house. He did all the scheduling and constantly broke up the fights that occurred on a daily basis. Jim was a high school teacher and coach, truly dedicated to the development of kids. He took a liking to me, which allowed me to be one of the first caddys out in the morning, with the best players, who were usually doctors and lawyers. They were the ones who tipped the best. Jim mentored me about all the subtleties and how to spend time creating a favorable impression to customers. He taught me to pay attention to details and put the customer first, over myself. Little things like standing, not sitting by the tees, handing them a wipe towel, keeping their clubs clean and in order, while always being ready with the right clubs to hand them and so on.

The little things are what the customer remembers. I soon became the "caddy of choice" as certain members always wanted "Butterball" as their caddy. The name never really bothered me as I made more money than anyone else at the caddy house while kicking their butts in ping pong too! I hope my story as a nine-year-old kid brought back some good memories for all of you at that age as well. I still remember what Jim, my CaddyMaster, taught me...as I continue to teach others today. Jim Ehler was a true servant leader at that time as he reached out to me and took me under his wing. All of us should act as servant leaders when we reach out to our customers and put them first, before ourselves. When you reach out with empathy and emotion, the customer remembers, and thinks of you first when they need something. All of these daily experiences soon add up to developing lifetime customers.

Service Excellence is all about providing the customer experience with empathy and emotion. It's

the human interaction that creates the perception and mind share and keeps them returning and telling others to do the same.

If you would like to learn more about our Service Excellence process, please join us, via remote training, October 5-8 in four, two-hour sessions (8:00 a.m. to 10:00 a.m. ET). Remote training is the trend right now as you virtually eliminate all the hassles for travel, lodging and minimize disruption of your work week. We use a blended approach to learning with our Zoom platform. It's so convenient and really cost effective for you, especially now during these interesting times we live in.

So, here's the competitive edge you've been looking for to differentiate your company. Invest in your future on customer service skills and raise the bar on Service Excellence. Remember, a company can't change unless the people change first.

Good Luck with your Service Excellence,

Bob Butler, TSP  
And the BLS T.E.A.M.  
**T**ogether **E**ach **A**chieves **M**ore

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