

Adding "*Feelings*" Above The Line Will Add "*Profits*" Below The Line

Have you ever been around someone who makes you feel good? A person that would make you say, "*I feel good about me, when I'm around you.*" In our day to day quest for striving to beat the competition, to come up with an innovative idea, better service, faster response times, excellent value - sometimes we forget to take care of something that can have an even greater effect on our customers ... *our people*.

Ladies and gentlemen, it is a proven fact that people perform better when they feel better about themselves. When was the last time you gave out a compliment? Don't sit there and think that since your people are paid handsomely that compliments aren't necessary. Don't make excuses for not giving them out because you just don't have the time.

Let me put it in simple dollars and cents. Your people will treat your customers exactly like you treat them. So treating them special, making them feel good about themselves, has a direct reflection on your bottom line.

...If you want to ...

Pump Up Your Profits

then

Pump Up Your People.