

Bazyn Communications Newsletter

Summer, 2006

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*“For positive inspiration, contact Bazyn Communications”
“True vision with insight”*

If you wish to be added or deleted on my email newsletter list, please sign up online at: www.bazyncommunications.com.

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Letter from the editor

Dear readers,

I'm enjoying this summer and traveling a bit. In the past couple of months, I've been to several conferences and trips to see family and friends. I find it really interesting to meet new people and hear about their life experiences. Often, it makes me feel very lucky.

I've recently started a new venture. I passed examinations to be an independent travel agent and a Certified Charities Consultant. This gives me more new ways to assist others in their businesses and organizations.

I've recently added a new forum to share information and inspiration: teleseminars. If you are interested in learning more about the offerings, contact me. In this newsletter, I've included an article about the importance of excellent customer service as well as one on planning successful meetings. Most will apply to any organization type.

Enjoy reading this issue! As always, if you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to abazyn@bazyncommunications.com.

Ardis Bazyn

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Updates

I now can offer you great travel deals through my new travel site. Please sign up to receive regular email updates on great deals. The website is: www.travelwithardis.gttrends.com.

If you belong to an organization interested in new funding streams, contact me as well. As a certified Charities Consultant, I can help any qualified nonprofit organization create a new way to earn money from the trips your members and supporters take right now.

My books are still available for purchase on my website: www.bazyncommunications.com in several formats (print, audio CD or cassette, and BRF format for notetakers). You can receive a discount print copy of my third book by ordering it on my publisher's website: www.xlibris.com. *BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?* Go to the author page and look for Ardis Bazyn or go to the book page and look for "Building Blocks to Success".

I now have two new coaching plans available if you indicate you read this newsletter. A three month plan is \$300 and a six month plan is \$500. Each includes one hour (sit-down preferable) and one 15 minute phone session each week following the original session. I can help you set realistic and reachable goals and/or teach you techniques to improve your business or organization.

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EXCELLENT CUSTOMER SERVICE

By: Ardis Bazyn

What is the true definition of customer service? For some customers, it may simply be the pleasant greeting or friendly assistance when needed. However, these simple examples underestimate the true value of an extensive customer service plan. The general attitude of the business toward all customer relationships serves a key role. It carries through the sale until far after the initial purchase.

If you own a restaurant, you may provide local businesses or offices nearby with up-to-date menus from your establishment. If you have daily or weekly specials, you may wish to provide this as well. You may offer a list serve or email service to local businesses or office personnel nearby. This is customer service, but may also be considered a marketing strategy.

Most companies offer warranties of some type. Even if no explicit guarantee is specified, customers usually expect they will get a refund or exchange if a product is defective or doesn't do what it claims it should. It is wise to have a policy regarding returns. Packages and documentation should state your policy for exchange or refund.

State and federal laws prohibit returns of packaged or bottled prescriptions, food, drinks, and health products that have been opened. Your policy should state whether other purchases could be exchanged for another purchase or whether money will be refunded if purchases are returned within a specified number of days after the purchase. Policies with ten to thirty days return after the original purchase date are the norm for most stores or companies.

Good customer service adds value and promotes your credibility and reliability. Even if a customer has initial problems with one of your products, your actions or reactions in solving any concerns are very important. Creative problem solving is often an integral part of customer service.

All staff members should assume the customer is always right. Obviously, there may be a rare instance where a customer cannot be satisfied. Difficult people may be encountered from time to time. However, employees should be trained to call a manager if there is any conflict or disagreement with a customer. Courtesy in every transaction is necessary to maintain repeat customers.

Customers should have opportunities to rate employees on friendliness, level of assistance, and attitude over all. Often restaurants have a brief survey for customers to fill out. Hotels often send a follow-up questionnaire to those staying at their facility for a few days. Airlines, repair services, call centers, and banks also use email or phone surveys to check their employees' level of helpfulness.

Many additional services could be classified as customer service: documentation for computer software, complete directions for taking products such as prescriptions or over the counter supplements, and instructions for gadgets or appliances. When products are sold, employees should recommend appropriate accessories necessary to properly perform the function of the appliance or other product purchased. For example, a customer buying a printer, copier, or fax machine would need batteries, ink, paper, cables, and extension cords, not included in the package. A dryer may not include the necessary extension cord.

Training seminars or workshops could be offered for customers to learn how to use expensive products. Videotapes or cassette training courses could be provided as well. Other assistance such

as set-up, delivery, or installation should be available as soon as possible after any purchase is made with these requirements.

Customer service also relates to other activities you offer to customers. When arranging an event at a public place, it is beneficial to visit it first. It is necessary to communicate with the management of any facility and state upfront the needs of your business such as audio or visual equipment or microphones. A date and time for your upcoming event should be chosen wisely considering everyone's transportation needs (public transportation or parking for any one taking a personal vehicle).

The cost of any function should also be considered. Events should be planned in various locations if you serve a large geographic area. Possible participants should be able to attend at least some of your activities. Different types of functions should be arranged taking into consideration the varying interests of your customers. Mixer starters or games should be initiated at workshops or seminars so first-timers will meet current customers and be interested in attending another seminar or workshop. Always prepare a packet of information for customers and other prospective ones to take home. Coupons, free offers, price lists, and order forms are vital to return business. Enough information should be provided to interest them in a future purchase.

--This is an excerpt from my third book: *BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers or Motivate Employees?*

Read ordering information elsewhere in this issue.

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PLANNING SUCCESSFUL MEETINGS WHEN, WHERE, AND HOW?

By: Ardis Bazyn

If your organization (business, organization, or church) holds meetings or seminars, it is important to keep these questions in mind. When do you hold meetings? Are they convenient for most people -- Saturday or weekday, daytime or evening? Daytime meetings during the week might keep some from coming.

- Where do you hold meetings? Are they in a restaurant, public meeting place, church, library, or senior center? Senior centers might keep younger people away.
- How do you invite people to meetings? Do you use phone trees, email lists, flyers, psa's or ads on radio and in newspapers? Good publicity is important.

- Do you plan your meeting in advance? Do you have interesting Speakers or planned topic of discussion? Is your agenda prepared in advance?
- Does your president, key employee, or chair run a good meeting? Is there a greeter and welcome for new people and/or all attendees? Is the tenor of the meeting positive? How are difficult people handled? Sometimes, a simple thank you but we must move on works.
- Is your meeting organized? Are necessary reports given? Are old business and new business covered? Are speakers or programs planned?
- Are meetings interesting and/or challenging for most members/clients? Is there a good mix of information, advocacy, support, networking, as well as socializing?
- Does your meeting incorporate some networking and getting acquainted time? Do you have a lunch, dinner, or snack time either before the meeting starts or afterward to encourage time to chat? Do participants network?
- Do you have an assistive listening system? These systems include a cordless microphone and whatever number of assistive listening transmitters you purchase. This might help those with hearing difficulties. Nonprofit organizations could consider applying for a grant from sources in your area.

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Products and Services

Bazyn Communications continues to offer inspirational and motivational speaking, coaching, and writing. A free consultation by phone or in person is available upon request. My primary topic areas for speaking or coaching are: coping with challenges and change, developing/maintaining a positive attitude, image building for organizations or churches, setting reachable goals, and successful business strategies. I also give training and facilitation on team building, time management, and diversity training. I can adapt my presentations as necessary for the person or group with which I'm working. For a list of the key points on most of these subjects, email me directly or check my website: www.bazyncommunications.com.

I also provide writing projects including: articles (with or without interviews and research), transcription of audio presentations (cassette tapes, cd-roms, and in person presentations), press releases, copy for websites or brochures, flyers, speeches, presentations, training modules (developed in consultation with the

company or organization), and ghost-writing. I also will do Braille transcription of announcements, flyers, articles, and hand-outs. I currently only staple documents. If you would like to see a sample of my work, contact me. If you have questions, please ask.

If you wish to receive a text version of this newsletter or receive any past issues, please email me at: abazyn@bazyncommunications.com or call (818) 238-9321. If you would like to receive a copy of my brochure or one of my flyers on specific services, please contact me.

To order one of my books or seminars, check out my website or call. I take checks, money orders, and can accept Visa or MasterCard through Paypal.

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Contributions Accepted

If you would like to contribute an article for an upcoming newsletter, please send it to: abazyn@bazyncommunications.com. Any article of interest to readers, both individuals and organizations may be accepted for inclusion in an upcoming issue.

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Recommended Links

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| Xlibris Publishing: | www.xlibris.com |
| Burbank Business Network International: | www.bniburbank.com |
| Burbank Chamber of Commerce: | www.burbankchamber.com |
| Burbank activities: | www.burbank.com |
| Independent Visually Impaired Enterprisers: | www.ivie-acb.org |
| American Council of the Blind: | www.acb.org |
| California Council of the Blind: | www.ccbnet.org |
| Randolph Sheppard Vendors of America: | www.abc.org/rsva |
| California Voter Empowerment Circle: | www.calvec.org |
| National Alliance of Blind Students: | www.blindstudents.org |

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Favorite Quotes

"Don't mistake activity for achievement."

-John Wooden, College basketball coach

"If you spend your whole life waiting for the storm, you'll never enjoy the sunshine."

-Morris West

"Always bear in mind that your own resolution to succeed is more important than any other one thing."

-Abraham Lincoln

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