



Small Biz Strategies
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New Year's Eve and New Year's Day have come and gone but the resolutions that you committed to are healthy and strong!

Making a New Year's resolution is nothing new. People have been making resolutions (and a lot breaking them) for thousands of years. The celebration of the New Year is the oldest of all holidays. It was first observed in ancient Babylon about 4000 years ago. The history of recorded New Year's resolutions is fascinating, for it dates back to 153 B.C. It was in this year when the month

Hospitality habits: Put your New Year's resolutions on paper and then into practice

of January was named for the Roman god Janus. Janus had two faces; he was known to look forward and backwards at the same time. The Romans took this to symbolize looking into the past and asking forgiveness, and looking to the future for better times. The Romans began reconciling with their enemies and exchanging gifts to set the tone for the coming year.

Today a New Year's resolution signifies making a commitment to the reforming of a habit or lifestyle change that is advantageous to the individual making it and to those around them. The concept behind the New Year's resolution is to reflect upon self-improvement annually. Recent research shows that while 52 percent of participants in a resolution study were confident of success with their goals, only 12 percent actually achieved their goals. Men achieved their goal 22 percent more often when they engaged in goal setting, while women succeeded 10 percent more when they made their goals public and got support from their friends.

Popular goals include resolutions

to: improve health (eating better, drinking less alcohol, and quit smoking); improve career (getting a better job); improve self (reduce stress, be less grumpy, manage time, become more independent); improve education (learn a language, play an instrument) and improve finances (begin saving money and get out of debt.)

For those of us who work in the service industry, there is no time like the present, just prior to the New Year, to reevaluate the level of personalized service that we provide our customers, clients and guests. What can we do on a personal level to become an ambassador of our business? Here are seven New Year's service resolutions for you and your staff to implement throughout your skating center in the coming year.

“What can we do on a personal level to become an ambassador of our business?”

Personal commitment is the key.

Service resolutions for top-notch hospitality:

I WILL: look at you, smile at you, talk to you and thank you on a consistent basis for you my customer, client, guest are the reason we are in business and successful.

I WILL: work at making a good first impression. I will make the most out of the first 10 seconds that our eyes meet. I will greet you promptly with sincere interest, while being well-mannered, and friendly. My actions will be natural and I will be approachable. My appearance will be neat and attractive and I will be well groomed. Professionalism I will project. I will smile at you with my voice and my actions.

I WILL: know my company. I will possess a strong understanding of our products and services that we make available and be able to explain their

benefits to those who use them. My knowledge of our systems, policies and procedures will be strong and accurate. I will be able to use all job equipment properly and efficiently. I will be aware of customer relation practices and perform them to the best of my ability.

I WILL: communicate clearly. I will identify with the customer's feelings and concerns and listen carefully to their expectations. I will ask open-ended questions in order to understand their true needs and provide an answer in such a way that it creates a fair resolution and a win-win situation for all parties involved. All answers will be honest and truthful. I will be committed to doing what I commit to do. My word will be my bond and I will be seen as reliable.

I WILL: handle difficulties and obstacles effectively. I will listen carefully in order to identify the problem. I will use common sense to identify the best possible solution. If I cannot solve the problem, I will seek out someone who can. I will show sincere concern, be responsive, and act quickly on each matter. Working cooperatively with others to solve a difficulty will always be in the forefront of my actions. I will promise 100 percent and give 110 percent. Going the extra mile will become the norm and not the exception to the rule.

I WILL: make a good last impression. I will seek feedback on my performance. I will ask the customer if they were taken care of and if they received everything they needed. I will work diligently toward making the customer feel good about doing business with us. I will thank them for stopping in and will make the effort to invite them back again. I will always remember that they have choices.

I WILL: continually work at self-improvement. I will increase my knowledge of the industry in which I have made a career. I will find a mentor and seek personal and professional growth. I will carry within me a positive attitude, strong self-esteem, and a desire to succeed. I will think through my decisions all the way through to possible consequences. I will project a strong character of integrity, trust, commitment, faithfulness, and moral values. Within I will possess a strong sense of humor and will not take myself too seriously.

Remember, what a person believes in, they will be committed to. What a person merely thinks about, they will change their mind about. Be committed to your resolutions and watch the changes that will take place.

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