



## 5 Core Strengths of a Professional Service Provider

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**How does a service professional summon genuine, confident and consistent delivery of excellent customer service time after time, call after call, email after email?**

Our experience in the field with very different types of companies and organizations leads us to believe that consistent customer service excellence grows out of a personal and professional core from which each individual service provider operates. What shapes that core? Five key things:

1. What a professional service provider says to him- or herself over and over.
2. His or her mindset.
3. Whether he or she knows how to demonstrate genuine concern behaviorally on the phone, in person or in written media.
4. Readiness to stay balanced when he or she is the target of an irate or out-of-control customer.
5. The picture he or she holds of him- or herself as a professional; as well as the picture they have of their organization.

There is no way around being a genuine, balanced professional—time after time, call after call, email after email—at each customer "perception point."

Jay Leno, Bill Cosby or John Stewart probably have "off days." But have you ever seen evidence of those "off days" in their professional performance? Time after time their consistency has made them hallmarks in their professions. They have understood how to cultivate and maintain a positive personal and professional core.

This understanding has become the foundation of our ***We Care Customer Service*** program.

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