

# Lift Me<sup>®</sup>

From the author of  
'UP! Your Service'



Service  
with a Smile



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RON KAUFMAN



**Service  
with a Smile**

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## Service counts



# 1

In business today,  
service is not an issue:  
if you don't provide  
service, you're out of  
business.

John Bell

**Service is not optional,  
it's essential.**

Customer experience  
is the next competitive  
battleground. It's where  
business is going to be  
won or lost.

Tom Knighton

**It's time to compete for  
your customers. Are you  
ready to win?**

Be it furniture, clothes or health care, many industries today are marketing nothing more than commodities – no more, no less. What will make the difference in the long run is the care and feeding of customers.

Michael Mescon

**Feed your customers well and they'll return for a second serving.**

You'll never have a product or price advantage again. They can be too easily duplicated. But a strong customer service culture can't be copied.

Jerry Fritz

**If they can't match you, they can't catch you.**

It's delighted customers who carry the greatest clout for your promotion, your prosperity and your future.

Ron Kaufman

**Delighted customers are the only advertisement everyone believes.**

The principle was right there – you couldn't miss it. The more we did for our customers, the more they did for us.

Debbi Fields

**Give as much as you can to your customers and they'll give much to you.**

There are only two ways to get a new customer: 1. Solicit a new customer any way you can. 2. Take good care of your present customers so they don't become someone else's new customers.

Ed Zeitz

**The more you do #2,  
the less you'll need #1.**

We shall serve for the joy of serving. Prosperity shall flow to us and through us in unending streams of plenty.

Charles Fillmore

**Serve because you want  
to. Succeed because  
you choose to.**

It is well worth remembering that the customer is the most important factor in any business. If you don't think so, try getting along without him for a while.

Napoleon Hill

**What would a business  
be without customers?**

The customer is why you go to work. If they go away, you do, too.

David Haverford

**A business existing for  
its own sake risks failing.  
A business existing for  
its customer's sake risks  
succeeding.**

The purpose of a business is to create and keep customers.

Theodore Levitt

**A product is a starting point. A loyal customer is the goal.**

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One hundred minus one can't be ninety-nine in the hotel business. It may be zero. If one employee out of hundreds gives a bad impression to a certain customer, it will be one hundred percent damage for our hotel image for that customer.

Ichiro Inumaru

**One person can make all the difference – for better or for worse.**

In the world of internet customer service, it's important to remember – your competitor is only one mouse click away.

Doug Warner

**The competition has never been closer.**

11

Revolve your world around the customer and more customers will revolve around you.

Heather Williams

**What does your world revolve around?**

Do *you* know what's best for customers? Or do you listen to what customers say they want? That could be the best thing for you.

Ron Kaufman

**The business that listens is the business that learns.**

Merely satisfying your customers is no longer enough to ensure you receive their praise and future business.

Janelle Barlow

**Satisfaction is the least that is expected. Is that the least you can do?**

More business is lost every year through neglect than through any other cause.

Jim Cathcart

**If you neglect your customers, they will neglect you.**

I don't want to do business with those who don't make a profit, because they can't give the best service.

Richard Bach

**Service comes at a price. You need to pay the price to make a profit.**



Men are rich only as they give. He who gives great service gets great returns.

Elbert Hubbard

**An investment in great service is the most sure to pay you back.**

Quality is remembered long after the price is forgotten.

Gucci slogan

**Price is just a number. It's the quality that counts.**

The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed.

Henry Ford

**The clear road to success: create more value for customers.**

If you could change anything about the way you approach selling, the thing that would make the biggest difference is your attitude – your attitude toward your customers, your service, the benefits of your products, your employer and yourself.

Dan Burt

**A change in attitude changes everything.**

The fundamental aim is to make money by satisfying customers.

John Egan

**Make money today and you will do well today. Make money pleasing customers today and you will also do well tomorrow.**

If you're not serving the customer, you'd better be serving someone who is.

Karl Albrecht

**Serve your colleagues well so that they can serve your customers.**

If you don't care, your customer never will.

Marlene Blaszczyk

**To create customers that care, provide good customer care.**

Worry about being better; bigger will take care of itself. Think one customer at a time. Take care of each one the best way you can.

Gary Comer

**Before you satisfy many, learn to delight each one.**

Everything starts with the customer.

Lou Gerstner

Every company's greatest assets are its customers, because without customers there is no company.

Michael LeBoeuf

**A business is supported on a solid foundation of customers.**

18

**Give your greatest assets the greatest importance.**

The customer is the final inspector.

Steve Jobs

**How will your customers rate you?**

The extra mile will have no traffic jams.

Anonymous

**When you do a little more, you stand out a lot more.**

19

Goodwill is the only asset competition cannot undersell or destroy.

Marshall Field

Show me a business not guided by the idea that 'he profits most who serves best' and I will show you an outfit that is dead or dying.

B.F. Harris

**The asset that cannot be destroyed is worth more than all the others.**

**Service does not exist at the expense of your profits. Profit exists because you made the investment in service.**

The consumer is not a moron. She is your wife.

David Ogilvy

**To gain the consumers' respect, treat them with respect.**

Being on par in terms of price and quality only gets you into the game. Service wins the game.

Tony Alessandra

**If you're competing to win, you need service on your side.**

There is only one boss: the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

Sam Walton

**Never underestimate the power of your customers.**

One customer, well-taken-care-of, could be more valuable than \$10,000 worth of advertising.

Jim Rohn

**Treat every customer like your greatest asset. He or she could be.**

Treat each customer as if they sign your pay-check. They do.

John Tscholl

**Money only flows from the wallets of customers who are willing.**

If we don't take care of our customers, someone else will.

Ed Mitchell

**To protect yourself from competition, keep your customers close.**

When you serve the customer better, there's always a return on your investment.

Kara Parlin

**A failing business thinks it costs too much to provide superior service. A successful business knows it costs too much not to.**

After-sales service is more important than assistance before sales. It is through such service that one gets permanent customers.

Konosuke Matsushita

**It's what you do 'after the deal' that brings you the next one.**

No company has a permanent consumer franchise. No one has the only game in town. The never-ending cycle of destruction and change inherent in a capitalist economy always provides new opportunities for those with determination, goals and concentration.

Harvey Mackay

**Where some see change and instability, others see endless opportunity.**

Customers' voices are more precious than management guide-books.

Munetsugu Ichiban-ya

**The words your customers speak are expert suggestions.**

‘Adding value’ is a key to business success. But don’t assume all customers value the same thing! Take the time to interview and ask. They’ll be glad you did. So will you.

Ron Kaufman

**To add value, you must first know what’s valuable.**

Give the world the best you have and the best will come back to you.

Madeline Bridges

**If you want to be the best, give the best.**

Rule #1: The customer is always right.  
Rule #2: If the customer is wrong, see Rule #1.

Stew Leonard

**Rule #3: If you can’t remember the rules, ask your customers. They’ll remind you.**

I consider each customer as a family member who deserves nothing but the best service.

Tammy Toh

**When you serve another person, you share a moment in life. Honor it.**

People don't buy because they understand. They buy because they feel understood.

Tan Suee Chieh

**First step: understand your customers.  
Second step: make sure they feel it.**

This principle applies in business and in life: When you give enough, then you will receive.

Ron Kaufman

**It's easy to test this principle. Start giving, and keep on giving.**

Make a customer, not a sale.

Katherine Barchetti

**Each sale happens once. Each customer can last a lifetime.**

Service is the rent we pay for the privilege of living on this earth.

Shirley Chisholm

**Pay in advance – and pay in full.**



It is one of the most beautiful compensations in life, that no man can sincerely try to help another without helping himself.

Ralph Waldo Emerson

**Taking care of others is a good way to take care of yourself.**

We don't want to push our ideas onto customers, we simply want to make what they want.

Laura Ashley

**Choose your challenge: Spend time finding out what they want or spend *more* time trying to sell them what you've got.**

Service is the currency that keeps our economy moving. I serve you in one business, you serve me in another. When either of us improves, the economy gets a little better. When both of us improve, people are sure to take notice. When everyone improves, the whole world grows stronger and closer together.

Ron Kaufman

**Serving is an action that starts a chain reaction.**

A customer you keep is one customer you don't have to find.

Shelley Wake

**A customer not served is a customer not deserved.**

The customer is why we are here. If we take good care of them, they'll give us good reason to come back.

Jenny McKenzie

**Each customer you serve will bring more customers to you, or block customers from you. The choice is yours.**

Giving service is a form of self-interest for the person who does the serving.

Elbert Hubbard

**You do more for yourself when you forget yourself.**

Once you shape a company to service the marketplace and your services are necessary, the company develops a compulsion of its own to grow.

Liz Claiborne

**The company that services someone's need, need not worry about serving its own.**

You always have to give 100 percent, because if you don't, someone, someplace, *will* give 100 percent and they will beat you when you meet.

Ed Macauley

**Is 100 percent sufficient? Who will give more?**

To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

Douglas Adams

**The things you give that can't be measured are things that matter most.**

People forget how fast you did a job, but they remember how well you did it.

Howard Newton

**Doing a fast job can impress for a short time.  
Doing a great job can impress for a lifetime.**

Not too long ago, if you did things 75 percent right, it was okay. Now, if you don't do things 99 percent right, some competitor will eat you for lunch.

John Spoelhof

**Do things 100 percent right and people will take you to lunch, not make you the lunch!**

The bitterness of poor quality remains long after low pricing is forgotten.

Leon Cautillo

**A low price is no excuse for low quality.**

I'm not a driven businessman, but a driven artist. I never think about money. Beautiful things make money.

Geoffrey Beene

**Do what you're driven to do. The results will drive themselves.**

The question is, then, do we try to make things easy on ourselves or do we try to make things easy on our customers, whoever they may be?

Erwin Frand

**How hard will you work to make it easy for your customers?**

We make a living from what we get. We make a life from what we give.

Winston Churchill

**We need a living and a life. But a good living is taken care of when you make a good life.**

If you don't genuinely like your customers, chances are they won't buy.

Tom Watson

**When you really care about your customers, you don't have to think about being 'caring'.**

Consumers are statistics. Customers are people.

Stanley Marcus

Always think of your customers as suppliers first. Work closely with them, so they can supply *you* with the information you need to supply *them* with the right products and services.

Susan Marthaller

**If you reduce your customers to numbers, your statistics will go in the same direction.**

**Knowledge is power. Treat your customers as the ultimate power source.**

I don't know what your destiny will be, but one thing I do know: The only ones among you who will be really happy are those who have sought and found a way to serve.

Albert Schweitzer

**The truly happy don't ask for help, they ask how they can help.**

Service is what life is all about.

Marian Edelman

**Serve well, do well.**

If you do not look  
after today's business  
then you might as well  
forget about tomorrow.

Isaac Mophatlane

**Plan for the future,  
but act in the present.**

What goes around,  
comes around. What  
you send out *does* come  
back. Service is a two-  
way street. Life is, too.

Ron Kaufman

**When you increase your  
output, the input will  
take care of itself.**

## Service improvement



2

I use nothing but the best ingredients. My cookies are always baked fresh. I price cookies so that you cannot make them at home for any less. And I still give cookies away.

Debbi Fields

**Be irresistible!  
Be the best you can be  
in every possible way.**

Be outrageous!  
It's the only place  
that isn't crowded.

Ron Kaufman

**Outrageous actions  
can lead to outrageous  
results.**

In case of rain, protect  
your customers with  
your umbrella and walk  
them to their cars.

Toyota sales manual

**When an opportunity  
arises to show your  
customers you care,  
take it!**

If one of our customers  
comes into the store  
without a smile, I'll  
give them one of mine.

Sam Walton

**If customers leave  
without a purchase, you  
have not failed. But if  
customers leave without  
a smile, you have.**

A smile is the light in your window that tells others that there is a caring, sharing person inside.

Denis Waitley

**Reaching out takes nothing more than a smile.**

44

Double-check your voice mail message. Listen to your on-hold words and music. Write welcoming scripts for your telephone team. Pay attention to the music in your office and lobby areas. Make sure what your customers hear *sounds* good.

Ron Kaufman

**How does your customer hear you?**

Unless you have 100 percent customer satisfaction... you must improve.

Horst Schulz

**Always aim for 100 percent and you'll always know where to improve.**

45

Quality isn't something that can be promised into an article. It must be put there. If it isn't put there, the finest sales talk in the world won't act as a substitute.

C.G. Campbell

**Quality is more than a promise, it's genuine performance.**



Customer complaints  
are the schoolbooks  
from which we learn.

Lou Gerstner

Customers don't expect  
you to be perfect. They  
do expect you to fix  
things when they go  
wrong.

Donald Porter

How can you learn  
more? By admiring what  
you've done right? Or  
by studying what you've  
done wrong?

**Making an honest  
mistake is acceptable.  
Failing to fix it is not.**

Without great  
employees you can  
never have great  
customer service.

Richard Gerson

**Developing great  
employees attracts great  
customers.**

Motivate them, train  
them, care about them  
and make winners out  
of them. We know if  
we treat our employees  
right, they'll treat the  
customers right. And if  
customers are treated  
right, they'll come back.

J.W. Marriot, Jr.

**Employees are the key  
to your success with  
customers. Treat them  
well!**

When the alarm bell rings, you'd better wake up and realize that the customer expects more from you today than he did the day before. You'd better find ways to be better.

Gary Tooker

**Don't wait for the alarm bell to ring.**

The *best* customer is the one that complains. Nice customers just go away without telling you. Ninety-six percent of unhappy customers are silent. But they cost you millions.

Chang Yu Sang

**Silent customers can be deadly. *Encourage* them to complain.**

Sell practical, tested merchandise at a reasonable profit, treat your customers like human beings and they will always come back.

L.L. Bean

**If you were a customer, would you come back to buy *your* products or services?**

Ask your loyal customers for positive comments about your products and your service. Then post these testimonials where other customers and prospects can enjoy them.

Ron Kaufman

**Testimonials describe what has been, and are a promise of what is to come.**

We consistently seek out very demanding customers, which challenges us to perform even better.

Suresh Sundram

**If your customers are demanding, be thankful.**

Here is a simple but powerful rule: Always give people more than they expect to get.

Nelson Boswell

**If customers say you're just 'all right', you've not done enough, you've failed to delight.**

Being sincere and honest, my father treats his customers like friends. He tells his customers frankly what is the right choice for them rather than trying to make the most profit out of them.

Supon Pornnirunlit

**Think of what is best for them, not what is best for you.**

Nothing is more harmful to the service, than the neglect of discipline; for that discipline, more than numbers, gives one army superiority over another.

George Washington

**You can't control how everyone will feel. But discipline controls what everyone will do.**

Quality is everyone's responsibility.

W. Edwards Deming

Is everyone playing their part?

The most effective way to achieve right relations with any living thing is to look for the best in it, and then help that best into the fullest expression.

Allen Boone

If you want to be the best, find the best in others.

Thou ought to be nice, even to superstition, in keeping thy promises, and therefore equally cautious in making them.

Thomas Fuller

Words not kept break more than a promise.

The man who promises everything is sure to fulfill nothing, and everyone who promises too much is in danger of using evil means to carry out his promises, and is already on the road to perdition.

Carl Jung

Promise too much and you'll have plenty of room to fail. Promise little and you'll have plenty of room to excel.

Never say no when a client asks for something, even if it is the moon. You can always try, and anyhow there is plenty of time afterwards to explain that it was not possible.

Cesar Ritz

**If it's not impossible, you may as well try. If it is impossible, at least you'll find out why.**

Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.

John Welch

**A great leader makes what is visible in their mind, visible to all.**

When the customer makes contact, he does not want a quote. He wants a commitment.

Ron Kaufman

**Without commitment, no price will be low enough. With commitment, no price will be too high.**

You can start right where you stand and apply the habit of going the extra mile by rendering more service and better service than you are being paid for.

Napoleon Hill

**The starting point is always now. The end is up to you.**

It's not what you do once in a while, it's what you do day in and day out that makes the difference.

Jenny Craig

**Constant acts of goodness are worth far more than rare acts of greatness.**

56

You can't promise your customers sunny weather, but you can promise to hold an umbrella over them when it rains.

Ron Zemke

**Always do what you can do instead of worrying about what you can't.**

It's not about scale, it's about the depth of the relationship. It's not so much the share-of-market that's important, but the share-of-customer.

Ian Kennedy

**The right measure is not how many customers you've got, but how closely you hold them.**

57

All people smile in the same language.

Anne Frank

**Crossing barriers can be as simple as a smile.**

No one needs a smile as much as a person who fails to give one.

Rebecca Kaufman

**If you only give back what you get from other people, you're not giving as much as you can.**

To be prepared is half the victory.

Miguel de Cervantes

**Are you prepared to win?**

58

Spectacular achievement is always preceded by spectacular preparation.

Robert Schuller

**Preparation clears a pathway for success.**

In our factory, we make lipstick. In our advertising, we sell hope.

Charles Revlon

**What does your product really mean to the people who buy it?**

59

Quality in a service or product is not what you put into it. It's what the client or customer gets out of it.

Peter Drucker

**The true measure of what you put in, is what's received on the other end.**

60

When things go wrong, your best *recovery effort* is required. But don't just provide the missing piece (that's the *recovery*), also provide uniquely personal assistance (that's the memorable *effort*).

Ron Kaufman

**Every service problem is as an opportunity to show you care.**

Occasionally problems will occur. When it happens to your customers, fix the problem *fast*. Make it your speed and generosity that gets remembered, not the problem.

Ron Kaufman

**If they're going to remember the problem, make sure they remember it fondly.**

61

Hire people who are better than you are, then leave them to get on with it. Look for people who will aim for the remarkable, who will not settle for the routine.

David Ogilvy

**If you want to be the best, find the best, hire the best – and let them do their best.**



The best morale exists when you never hear the word mentioned. When you hear a lot of talk about it, it's usually lousy.

Dwight D. Eisenhower

**Things that are obvious don't need to be talked about. Things that are missing, do.**

A well-informed employee is the best salesperson a company can have.

Edwin Thomas

**When your staff are 'information-rich', their information can make *you* rich!**

Outstanding leaders go out of their way to boost the self-esteem of their personnel. When people believe in them-selves, it's amazing what they can accomplish.

Sam Walton

**Be the mirror in which people admire their true potential.**

An acre of performance is worth a whole world of promise.

William Howells

**Say it with words. Show it with action.**

Wise are those who learn that the bottom line doesn't always have to be their top priority.

William Ward

**The bottom line is a by-product of taking care of your main product – your customers.**

Do not confuse motion and progress. A rocking horse keeps moving but does not make any progress.

Alfred Montapert

**Are you moving forward, or just moving?**

Unless commitment is made, there are only promises and hopes, but no plans.

Peter Drucker

**Plans turn promises into results and dreams into realities.**

Eighty percent of success is showing up.

Woody Allen

**The first step to delighting your customers is being there when they need you.**

Behave toward  
everyone as if you are  
receiving a great guest.

Confucius

Because you are!

Delay is the deadliest  
form of denial.

Northcote Parkinson

**Procrastination is the  
beginning of poor  
performance.**

66

Indecision and delay  
are the parents of  
failure.

George Canning

**It's fine to wait for an  
appropriate time, but  
it's inappropriate to wait  
forever.**

Efficiency is  
doing things right;  
effectiveness is doing  
the right things.

Peter Drucker

**First be effective and  
then be efficient.**

67

To aim is not enough,  
you must make contact.

German proverb

Our goal is perfection.  
Excellence will be  
tolerated.

Sim Kay Wee

**Preparation is good, but  
customers need results.**

68

**Make your upper limit,  
no limit.**

If you don't focus,  
you'll spray.

Ron Kaufman

**A scattered effort is a  
poor effort.**

69

Confidence is  
contagious – so is  
lack of confidence.

Michael O'Brien

**Be confident enough to  
encourage confidence in  
others.**

Use your good judgment in all situations. There will be no additional rules.

Nordstrom's employee manual

Reason alone is insufficient to make us enthusiastic in any matter.

François de La Rochefoucauld

**Are people being the least you expect of them, or the best they expect themselves to be?**

70

**Convince people and you win their minds. Inspire people and you win their hearts.**

You can work with people more successfully by engaging their feelings than by convincing their reason.

Paul Parker

**If you want to interest people, make them think. If you want to inspire people, make them feel.**

71

Shall we make a new rule of life from tonight: always to try to be a little kinder than is necessary?

J.M. Barrie

**Are you doing only what you must or doing all you can?**

A person who trusts other people will make fewer mistakes than the person who distrusts them.

Camillo di Cavour

**Always trust people and they may let you down. Always distrust people and you have let them down.**

Set your expectations high; find men and women whose integrity and values you respect; get their agreement on a course of action; and give them your ultimate trust.

John Akers

**If you haven't given them your trust, you haven't given them enough.**

Trust is the lubrication that makes it possible for organizations to work.

Warren Bennis

**Only a well-oiled machine runs smoothly.**

Competition is like cod liver oil. First it makes you sick, then it makes you better.

Samuel Kaufman

**When something needs to be improved, take your medicine – fix it.**

We must expect to fail.  
But fail in a learning  
posture, determined not  
to repeat the mistakes.  
Then maximize benefits  
from what you can  
learn in the process.

Ted Engstrom

**Every failure counts.**

There are two ways to  
improve your service,  
and yourself: maximize  
your strengths and  
minimize your  
weaknesses.

Ron Kaufman

**Tend your own garden:  
savor the blossoms,  
trim the weeds.**

Everyone needs to be  
valued. Everyone has  
the potential to give  
something back.

Ron Kaufman

**The most valuable  
person is the one who  
cherishes the value in  
others.**

Pleasure in the job puts  
perfection in the work.

Aristotle

**Enjoy your work so that  
others may enjoy the  
results.**

A good plan, vigorously executed now, is better than a perfect plan next week.

George Patton

I have yet to find the person who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.

Charles Schwab

**In a service situation, each delay can mean many unsatisfied customers, each one telling many more.**

**Your approval gives others the confidence to serve, to learn, to try.**

I consider my ability to arouse enthusiasm among people the greatest asset I possess.

Charles Schwab

**Enthusiastic service providers create enthusiastic customers.**

One machine can do the work of 50 ordinary people. No machine can do the work of one extraordinary person.

Elbert Hubbard

**Be extraordinary!**



I would rather be surrounded by smart people than have a huge budget. Smart people will get you there faster.

Ethan Rasiel

**Money has a fixed value. People can have unlimited value.**

78

When you train people properly, they won't be able to tell the difference between role-play and the real thing. If anything, the real thing will be easier.

Richard Marcinko

**You can't always hire great service providers, but you can create them.**

It is surprising what people can do when they have to, and how little most will do when they don't have to.

Walter Linn

**Create a compelling service vision. When people want to, they will.**

79

In hiring people, look for three qualities: integrity, intelligence and energy. But if they don't have the first, the other two will kill you.

Warren Buffett

**Intelligence is useful. Energy is valuable. Integrity is essential.**

A thousand words will  
not leave so deep an  
impression as one deed.

Henrik Ibsen

Do the right thing. It  
will gratify some people  
and astonish the rest.

Mark Twain

**Don't just talk about it,  
do it.**

80

**Do what's right and  
you'll never go wrong.**

Have a bias toward  
action – let's see  
something happen now.  
Break that big plan into  
small steps and take the  
first step right away.

Richard Thalheimer

**Even a tiny step is one  
step closer to where  
you're going.**

81

Stop looking for the 'X'  
factor. Build it!

Ron Kaufman

**You can't find what  
doesn't exist, but you  
can create it.**

Price is what you pay.  
Value is what you get.

Warren Buffett

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

William Foster

**Customers pay a price,  
but they remember the  
value.**

**Quality is a choice.  
Choose to make it better.**

The only way to know  
how customers see your  
business is to look at it  
through their eyes.

Daniel Scroggin

**To see like a customer,  
be like a customer.**

People expect a  
certain response from  
a business. When you  
pleasantly exceed those  
expectations you've  
passed an important  
psychological  
threshold.

Richard Thalheimer

**Exceeding expectations  
is where satisfaction  
ends and loyalty begins.**

Excellence is doing ordinary things extraordinarily well.

John Gardner

Much good work is lost for the lack of a little more commitment.

Edward Harriman

**Everything ordinary has the potential to be extraordinary.**

84

**Many good customers are lost that way, too.**

Anybody who accepts mediocrity – in school, on the job, in life – is one who compromises. When a leader compromises, the whole organization compromises.

Charles Knight

**Compromise in your arguments, not in your expectations.**

85

Excellence is the result of always striving to do better.

Pat Riley

**Let today's strong performance be your starting point for tomorrow.**

People are more important than tools. If you don't believe so, put a good tool into the hands of a poor worker.

John Bernet

**Giving great service requires the right people *and* the right service tools.**

Vision without action is a daydream. Action without vision is a nightmare.

Japanese proverb

**Vision *with* action makes a powerful reality.**

There are three levels of vision:

1. What's do-able
2. What's conceivable
3. What was previously unthinkable.

Anthony Yeo

**What's possible today isn't bound by what was possible yesterday, and is never a measure of what's possible tomorrow.**

A promise is most given when least is said.

George Chapman

**Your promise means more than the words you use to give it.**

Your customers get better when you do.

Bill Gates

The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a successful business is a satisfied customer.

Peter Drucker

**The better you perform, the better off they'll be.**

**Your profits reflect the success of your customers.**

When you start viewing your customers as interruptions, you're going to have problems.

Kate Zabriskie

**If you turn your back on a customer, you turn your back on success.**

Don't just learn the tricks of the trade. Learn the trade.

James Bennis

**Service skills are the foundation for your success.**

No institution can survive if it needs geniuses to manage it. It must be organized to be able to get along under a leadership composed of average human beings.

Peter Drucker

**Make your service systems so strong that everyone looks like a genius.**

A good business knows what the customer wants. A great business shows the customer what they didn't yet know they wanted.

Shelley Wake

**Give your customers what they want today, and help them see tomorrow.**

Strong cash flow hides many sins.

Wyn Dunford

**Service sins don't stay hidden and eventually weaken the cash flow.**

Sometimes we become so expert in our own domain, we forget that customers may be less familiar.

Ron Kaufman

**'Industry jargon' may not be a language your customer understands.**

## Service attitude



3

A customer who complains is my best friend.

Stew Leonard

Who sets your standards – your industry, your ego or your customers?

Harry Beckwith

Hearing what you've done right is valuable. Hearing what you've done wrong can be priceless.

Which standards do you use for your business?



The person who sees a need and wants to be asked to help is as unkind as the person who refused to give it.

Dante Alighieri

**Acting after being asked is compliance. Acting without being asked is kindness.**

He gives twice who gives promptly.

Publilius Syrus

**When you see the need, take the action.**

I expect to pass through life but once. If there be any kindness I can show, or any good thing I can do for any fellow being, let me do it now, as I shall not pass this way again.

William Penn

**Don't wait. Tomorrow may be too late to do the things you can today.**

Everyone has an invisible sign hanging from their neck saying, 'Please make me feel important.' Remember this message when working with people.

Mary Kay Ash

**You are as important as you make others feel.**

Beginning today, treat everyone you meet as if they were going to be dead by midnight. Extend to them all the care, kindness and understanding you can muster, and do it with no thought of any reward. Your life will never be the same again.

Og Mandino

**How much good can you do today? How much love can you give? How much care and kind attention?**

Performance is your reality. Forget everything else.

Harold Geneen

**What matters more?  
What you said you'd do,  
what you hoped to do,  
or what you did?**

There are two types of people – those who come into a room and say, 'Well, here I am!' and those who come in and say, 'Ah, there you are.'

Frederick Collins

**Let your *customers* say,  
'Well, here I am,' while  
*you* say, 'There you are!'**

Whatever happens, take responsibility.

Anthony Robbins

**You cannot change what has already happened.  
You can always change the way you respond.**

Nothing strengthens the judgment and quickens the conscience like individual responsibility.

Elizabeth Stanton

A professional is someone who can do his best work when he doesn't feel like it.

Alistair Cooke

**You are the person who determines what you do. That's a big responsibility. Make the most of it.**

**Passion isn't always available. The committed get things done even without it.**

Well done is better than well said.

Benjamin Franklin

**Your value is not determined by your words, but by how well you live up to them.**

We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads. Along these sympathetic fibers, our actions run as causes and return to us as results.

Herman Melville

**For every life, there is a flow. The more you ask, the more you'll know. The more you give, the more you'll grow.**

Kindness in words  
creates confidence.  
Kindness in thinking  
creates profundity.  
Kindness in giving  
creates love.

Lao Tzu

**Always be kind in your  
heart, spirit and mind.**

Everybody can be great  
because anybody can  
serve. You don't have  
to have a college degree  
to serve. You don't  
have to make your  
subject and verb agree  
to serve. You only need  
a heart full of grace. A  
soul generated by love.

Martin Luther King, Jr.

**The measure of  
greatness is not how  
much you have got,  
but how much you are  
willing to give.**

It is easier to do a job  
right than to explain  
why you didn't.

Martin Van Buren

**Avoid the hassle – get it  
right the first time.**

Be unselfish. That  
is the first and final  
commandment for  
those who would be  
useful, and happy in  
their usefulness.

Charles Eliot

**Life is not a solitary  
activity. Live well by  
living for others.**

Do right. Do your best.  
Treat others as you  
want to be treated.

Lou Holtz

The measure of a man  
is not the number of his  
servants, but the number  
of people whom he  
serves.

Paul Moody

**What is the most you  
would do for yourself?  
Offer the same to others.**

**If you want to live more,  
give more.**

Always do more than is  
required of you.

George Patton

**Meeting expectations  
is good. Exceeding  
expectations is better.**

In the time we have, it  
is surely our duty to do  
all the good we can to  
all the people we can in  
all the ways we can.

William Barclay

**Every day is an  
opportunity to make a  
difference. What will you  
do today?**

Joy can be real only if people look on their life as a service, and have a definite object in life outside themselves and their personal happiness.

Leo Tolstoy

**Joy is not a goal, it's the outcome of reaching for worthy service goals.**

It is when we forget ourselves that we do things which will be remembered.

Rebecca Kaufman

**Focus not on who you are, but on what you can do for others.**

And oftentimes excusing of a fault doth make the fault the worse by the excuse.

William Shakespeare

**When things go wrong, make improvements, not excuses.**

Bad excuses are worse than none.

Thomas Fuller

**Tell the truth. If there is no good reason, don't make one up.**

Do your work; not just your work and no more, but a little more for the lavishing's sake – that little more which is worth all the rest.

Dean Briggs

**Don't let doing enough be good enough.**

I am seeking, I am striving, I am in it with all my heart.

Vincent van Gogh

**You can only achieve the most you are striving for.**

We distinguish the excellent man from the common man by saying that the former is the one who makes great demands on himself, and the latter who makes no demands on himself.

José Ortega y Gasset

**Ask more from yourself and you will get more. Demand more from yourself and you will achieve more.**

In all human affairs there are efforts and there are results, and the strength of the effort is the measure of the result.

James Allen

**Unlimited efforts can produce unlimited results.**

Enthusiasm is like  
having two right hands.

Elbert Hubbard

The principle is  
competing with your-  
self. It's all about self  
improvement, about  
being better than you  
were the day before.

Steve Young

Unless you are left-  
handed, in which case...

108

**Don't aim for yesterday's  
standards. Aim for the  
standards of tomorrow.**

If you take responsibility  
for yourself you will  
develop a hunger to  
accomplish your dreams.

Les Brown

**Dreams come true when  
we accept that they are  
ours to create.**

109

Action springs not  
from thought, but  
from a readiness for  
responsibility.

Dietrich Bonhoeffer

**Are you ready to act? Are  
you ready to succeed?**



Nobody made a greater mistake than he who did nothing because he could do only a little.

Edmund Burke

**When only a little can be done, doing it becomes the greatest you can do.**

110

No one ever listened themselves out of a job.

Calvin Coolidge

**You've got one mouth and two ears. There's a reason.**

The greatest gift you can give another is the purity of your attention.

Richard Moss

**Attention is measured in quality not quantity.**

111

A powerful man makes every other man feel small. But a great man makes every other man feel great.

Gilbert Chesterton

**Greatness is not how you feel, it's how you make others feel.**

May I never get too busy in my own affairs that I fail to respond to the needs of others with kindness and compassion.

Thomas Jefferson

How long does it take to be kind?

A successful person is one who can lay a firm foundation with the bricks that other people throw at him or her.

David Brinkley

You can get hurt, get hidden or get stronger. You choose!

Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.

W. Clement Stone

Good attitudes are contagious. Make yours worth catching!

Look in the face of the person to whom you are speaking if you wish to know his real sentiments, for he can command his words more easily than his countenance.

Lord Chesterfield

**Listen to customers and you will hear them. Look carefully at customers and you will see them. Do both and you will understand them.**

Strive not to be a success, but rather to be of value.

Albert Einstein

**What you want to be defines what you become.**

114

I do not think there is any other quality so essential to success as perseverance. It over-comes almost everything, even nature.

John D. Rockefeller

**Could you achieve the possible without trying?  
Could you achieve the impossible if you refuse to stop trying?**

One of the rarest things a man ever does is to do the best he can.

Josh Billings

**Be the exception to the rule. It's the surest way to become exceptional.**

115

Keep doing good deeds long enough, and you'll probably turn out a good man in spite of yourself.

Louis Auchincloss

**To be good, do good.**

You cannot hope to build a better world without improving the individuals. To that end, each of us must work for our own improvement and, at the same time, share a general responsibility for all humanity, our particular duty being to aid those to whom we think we can be most useful.

Marie Curie

**What is an organization?  
What is a family? What  
is our world? We are a  
collection of individuals,  
all sharing life together.**

The true meaning of life is to plant trees under whose shade you do not expect to sit.

Nelson Henderson

**Selfless acts are a  
source of profound  
meaning for your self  
and your life.**

He who excuses himself, accuses himself.

Gabriel Meurier

**The shelter of excuses  
has a leaky roof.**

Resolve to make each day the very best and don't let anyone get in your way. If they do, step past them.

Ivan Benson

**Make each day another  
step in the right  
direction.**



# 4

Service innovation

Service is the ultimate edge. Keep it sharp.

Ron Kaufman

Business has only two functions – marketing and innovation.

Peter Drucker

The cutting edge of service is always being honed and polished.

Create new ways to serve your customers (innovation), and better ways to tell them about it (marketing).

The most damaging sentence in any language is: 'It's always been done that way.'

Grace Hopper

**If you're always doing what you've always done, you'll never see (or become) what you could be!**

When was the last time you did something for the first time?

Thomas Edison

**Never rest on past success. Create something better.**

You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.

Steve Jobs

**If your customers have to ask you for it, you haven't been thinking far enough ahead.**

In business, the competition will bite you if you keep running. If you stand still, they will swallow you.

William Knudsen

**Run fast, run far, keep running!**

We bring together the best ideas – turning the meetings of our top managers into intellectual orgies.

Jack Welch

**One idea creates an innovation. Many ideas create a transformation.**

122

If you want to be creative in your company, your career, your life, all it takes is one step: the extra one.

Dale Dauten

**The only way to go further than you've been is to take an extra step.**

Progress is a tide. If we stand still we will surely be drowned. To stay on the crest, we have to keep moving.

Harold Mayfield

**Stay in one place too long and the tide can overwhelm you. Ride the tide, surf the waves, stay on top of the changes.**

123

Q: When you are already in the lead, how do you stay ahead?

A: Set the pace and rule the race. Seek new ways to differentiate, new ways to surprise and delight your customers.

Ron Kaufman

**No matter how far you get ahead, someone's always chasing your customers. Someone's always chasing you!**

If the rate of change on the outside exceeds the rate of change on the inside, the end is near.

Jack Welch

**When customers' expectations change faster than your willingness or ability to serve them, you can be sure they'll be someone else's customers soon.**

Test fast, fail fast, adjust fast.

Tom Peters

**When was the last time you tried something different to please a customer? What's *your* speed of change?**

Once a new technology rolls over you, if you're not part of the steam-roller, you're part of the road.

Stewart Brand

**Flatten or be flattened. Use new technology to serve your customers better.**

Everything can be improved.

C. W. Barron

**And your customers expect it!**



When you're out of quality, you're out of business.

Philip Cosby

Good enough never is.

Debbi Fields

**Good customers want good quality service. Great customers want it even more.**

**No one ever delighted a customer by being 'good enough'.**

I do not believe you can do today's job with yesterday's methods and be in business tomorrow.

Nelson Jackson

**What you did in the past is how you got to today. What you do today is how you will get to the future.**

If e-mail had been around before the telephone was invented, people would have said, 'Hey, forget e-mail! With this new telephone invention I can actually talk to people!'

Thomas Friedman

**Don't let high-speed completely replace high-touch. Your customers may appreciate both.**

Create the ‘possible’ service; don’t just create what the market needs or wants. Create what it would love.

Harry Beckwith

If people did not sometimes do silly things, nothing intelligent would ever get done.

Ludwig Wittgenstein

**If you want to stay in business, satisfy customers. If you want to excel in business, delight customers.**

**Who could imagine *delivering* a pizza? Melted cheese on a motorcycle? The first person must have been crazy...and a genius.**

There is a quality of mind which leads in making discoveries. It is the power of never letting exceptions go unnoticed.

Francis Darwin

**When a customer asks what no one else has ever asked, pay close attention.**

You have to create a track record of breaking your own mold, or at least other people’s idea of that mold.

William Hurt

**Are current expectations a standard or a challenge?**

If you do things well, do them better. Be daring, be first, be different.

Anita Roddick

Change before you have to.

Jack Welch

Instead of seeing the rug being pulled from under you, learn to dance on a moving carpet.

Thomas Crum

The easier it is to do something, the harder it is to change the way you do it.

Steve Wozniak

**There's no such thing as the very best. If you're doing your best, it's only because you haven't yet found a way to do better.**

**If you wait until you have to change, you may have waited too long.**

**You can't stop change. Don't let it stop you.**

**Challenge your own status quo – before someone else does.**

The only limits are, as always, those of vision.

James Broughton

**Let your imagination soar. What you can do for customers is more than you see today.**

132

The only sustainable competitive advantage comes from out-innovating the competition.

James Morse

**If you want to outdo the competition, start by out-serving them.**

There ain't no rules around here. We're trying to accomplish something.

Thomas Edison

**Rules impose limits. Do you want to limit your service achievements?**

133

We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee.

Marian Edelman

**Big service achievements do not replace small service gestures.**

The path of least resistance and least trouble is a mental rut already made. It requires troublesome work to undertake the alteration of old beliefs.

John Dewey

**Be willing to challenge your current beliefs. Even the best ideas fade with age.**

Questions focus our thinking. Ask yourself: What's good about this? What's not perfect about it yet? What can I do differently or better the next time?

Charles Connolly

**You'll never find the answers if you never ask the questions.**

If you think of standardization as the best you know today, but which will be improved tomorrow, you can get somewhere.

Henry Ford

**Make 'continuous improvement' your standardization.**

We need to set our course by the stars, not by the lights of every passing ship.

Omar Bradley

**Success is constantly moving toward the steady goal of loyal and delighted customers.**

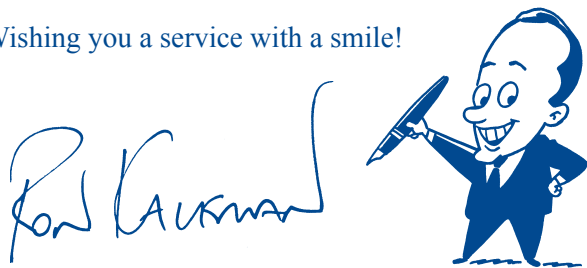
Thank you for choosing this book! Among the 512 positive quotes, quips and action tips, this one is my favorite:

I expect to pass through life but once. If there be any kindness I can show, or any good thing I can do for any fellow being, let me do it now, as I shall not pass this way again.

— William Penn

Which quote do you enjoy the most? Who can you share it with in kindness today?

Wishing you a service with a smile!





Service With A Smile

# World-class quips and action tips to brighten up your services!

Approach life with boldness  
and daring. Approach others  
with kindness and caring.

Ron Kaufman is is the author and founder of UP! Your Service.® He is one of the world's most sought-after educators and thought-leaders for uplifting service and building service cultures.

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