

Your Business Is Your Reputation!

Written by Jacqueline Lawson
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Let's get back to basics. The goal of any business or organization should always be to provide the best customer service possible, even during difficult situations!

Often times we fail to evaluate how others view our business based on conversations we've had or our networking skills. Do you follow the path of least resistance when dealing with your employees?

To continue to succeed in building a great business reputation, and increase your bottom line (revenue) you will want to do some soul-searching and avoid these habits.

1. **Telling others they're wrong.** Calling attention to mistakes and missteps suggests you have infinite wisdom. Instead, unless you're the boss, learn from others' mistakes and offer help and advice only when asked for it.

2. **Ignoring criticism.** Unsuccessful people often think no one knows better than them and their way is the only way. Instead, take constructive criticism with grace, use the offered ideas to improve how you operate.

3. **Being late.** Making people wait for you to arrive (to work, for a meeting, on a conference call, etc.) sends a message that others' time isn't important. Instead, schedule yourself to be five minutes early for everything.

4. **Letting a cell phone interrupt.** The ringing, buzzing, chiming and subsequent, "I better take this" are rude to those who are present. And so is texting while talking to people face-to-face. Instead, keep the phone on silence when in work settings.

5. **Shirking responsibility.** Unsuccessful people often succeed at one thing – getting others to do their work. When they fail to do it, others must pick up the slack. Instead, ask for help or guidance when you need it. Plus, offer to help others who need it.

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6. **Failing to apologize.** Many unsuccessful people think that they do no wrong; therefore, they don't need to apologize. Instead, acknowledge your mistakes and apologize to those affected by them.{jcomments on}