



presents

A large, stylized graphic consisting of a series of black and white sawtooth shapes arranged in a circular pattern, resembling a gear or a sunburst. The text 'THE POWER OF SERVICE' is centered within this graphic.

**THE POWER
OF SERVICE**

in

Public Works

Petra Marquart

Petra Marquart and Associates

Service is any word, act or deed that makes working with you easy, pleasurable, effective and efficient.



Why Service Matters

- 1. Service is your basic product



Why Service Matters

- 2. It distinguishes you from others.



Why Service Matters

3. It gives you a reputation of consistency



Why Service Matters

4. It lays the foundation for assurance and trust



Why Service Matters

5. Your customers (*people*) expect it



What Customers Expect

- Service
- Quality
- Price
- Time



Service

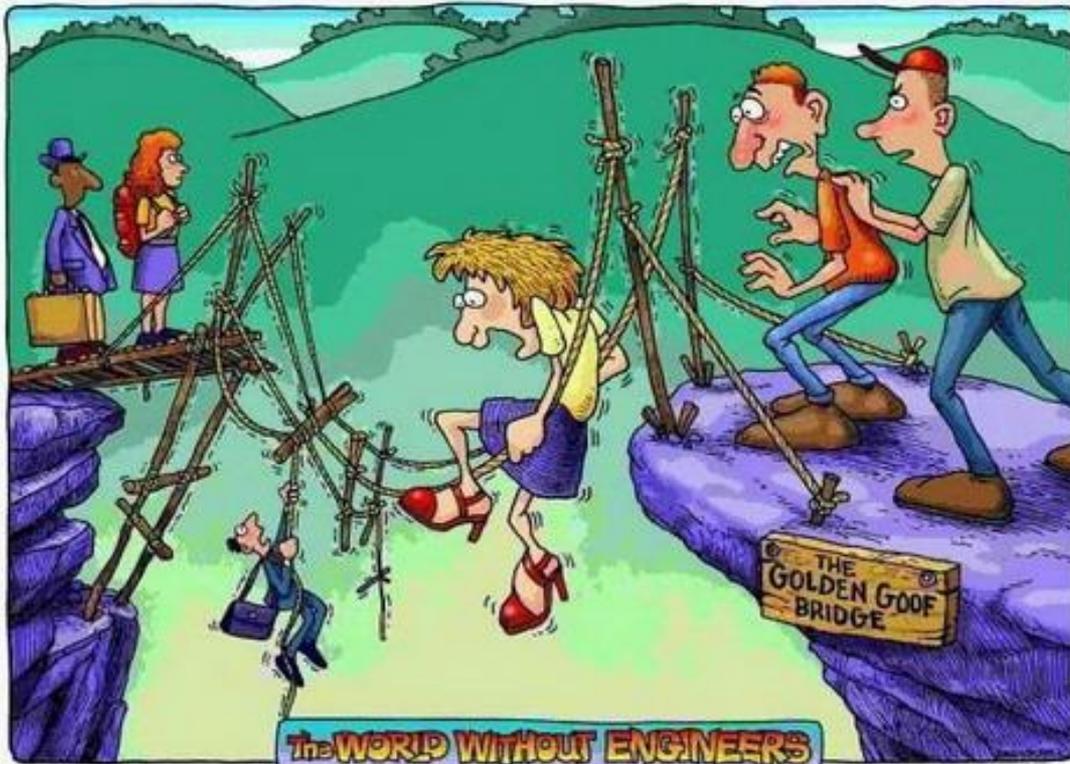


Service

How you treat people



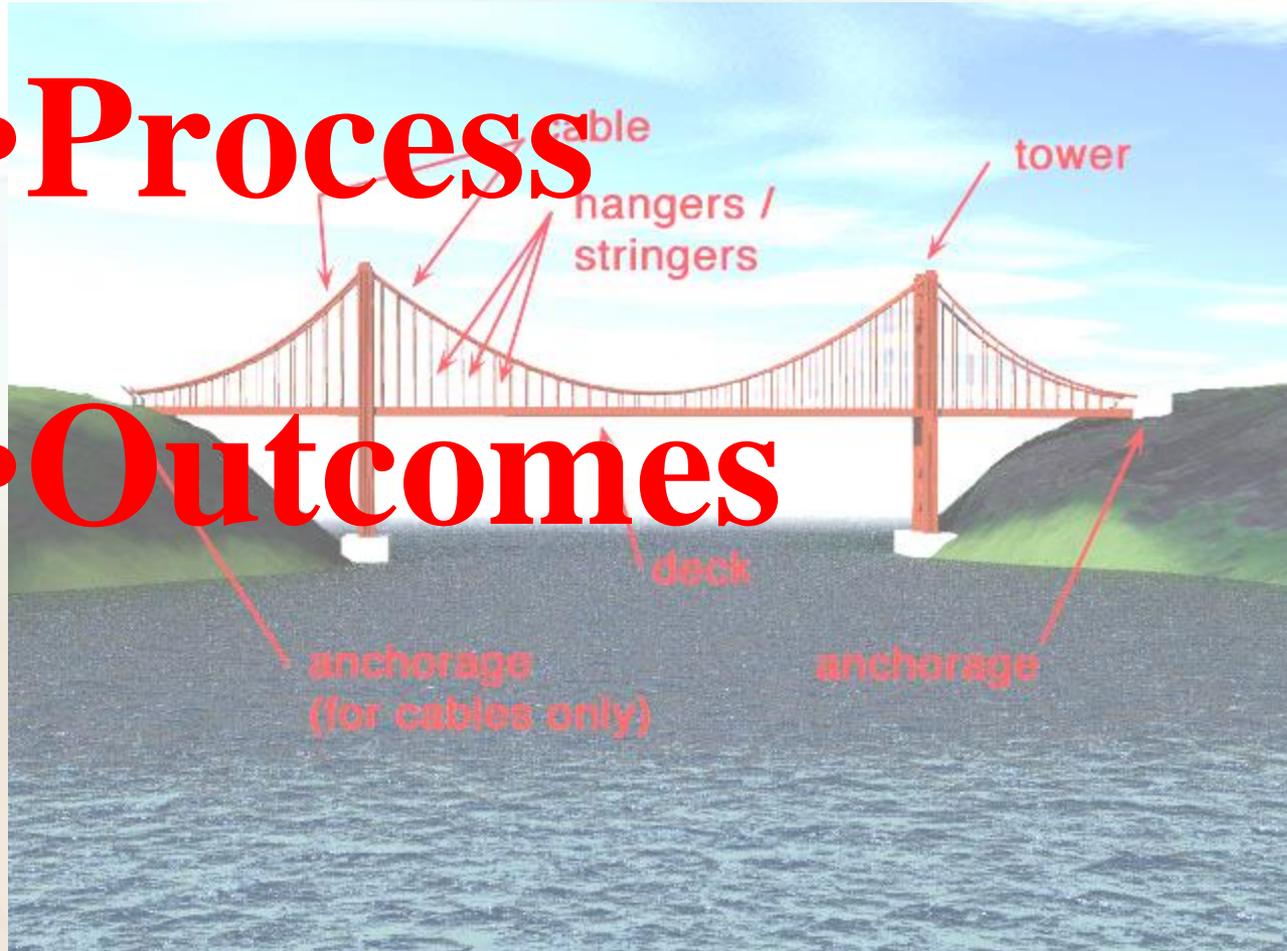
Quality



Two Standards of Quality

- **Process**

- **Outcomes**



Price



Time



What Customers Expect

- **Service**
- **Quality**
- **Price**
- **Time**



What Customers Expect



- **Service***
- **Quality**
- **Price**
- **Time**

- **At the center of all great service are great relationships**



To exceed expectations, we must deal with difficult issues and say “no” effectively and with skill.



Steps to delivering 'bad' news or saying 'no:'

- *Pause*
- *Breathe*
- *Disconnect emotionally;
don't take it personally*
- *Choose your tone of voice*



**A. *Communication is ...
an exchange of meaning that
leads to understanding.***



B. To achieve understanding, your messages must be communicated with congruence.



**Congruence: Agreement or
harmony in your...**

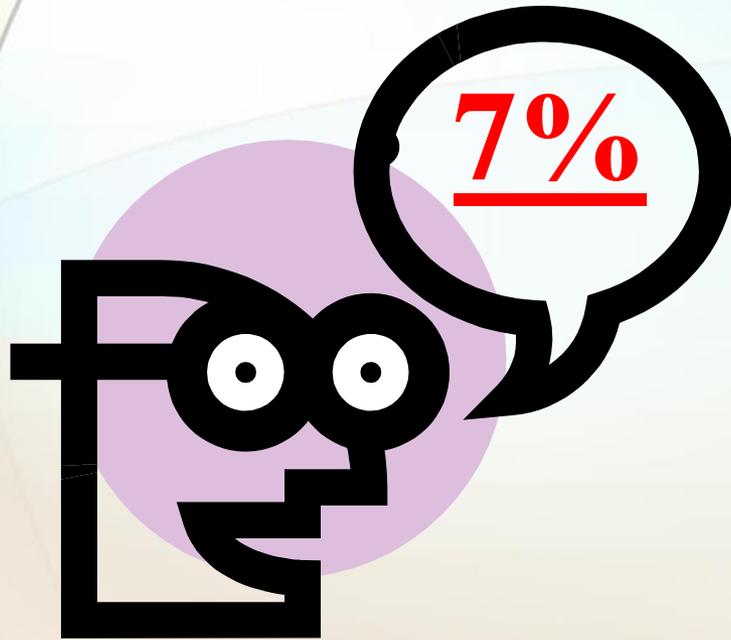


*words,
tone and
body language.*

**They all need to say
the same thing.**

1. Mehrabian's Theory

Face to face...



of our meaning
is communicated
through *words*

Mehrabian's Theory

- 7% of our meaning is communicated through words,
- 38% through tone of voice



Mehrabian's Theory

- 7% of our meaning is communicated through words
- 38% through tone of voice,
- 55% through body language or physiology.

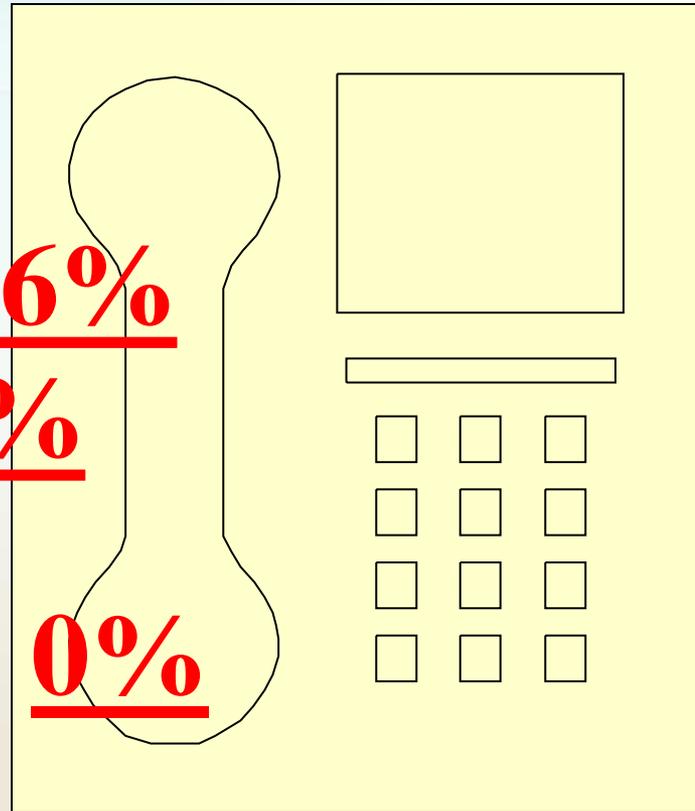
Mehrabian's Theory suggests that:

On the phone...

• words = 16%

• tone = 84%

• body language = 0%



Genuine



Genuine

1. Service will be judged by the way it works.



2. Service will be judged by the way looks.



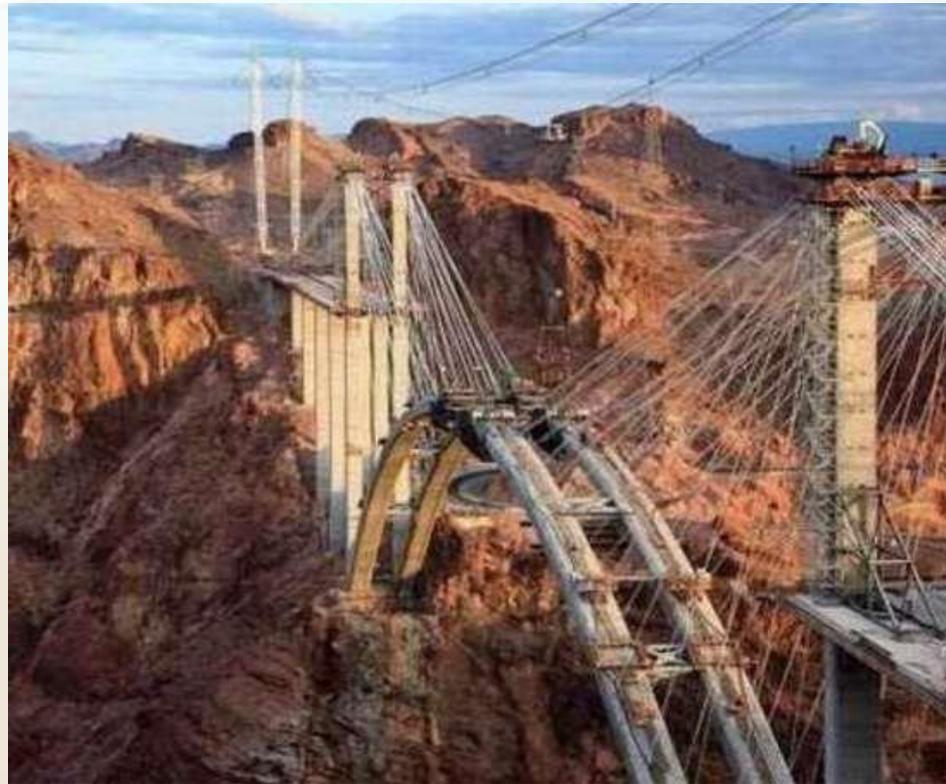
3. Service will be judged by the way it sounds.



It's about **consciousness.**

**Be conscious and
thoughtful about *what*
you say and *how* you say it.**

4. Service will be judged by the way it feels.



To provide genuine service
you have to care.



Attitude



How attitude affects our service

1. Attitude positions your mind for the direction it will go.



How attitude affects our service

2. Attitude
creates the
emotional
climate
around you



How attitude affects our service

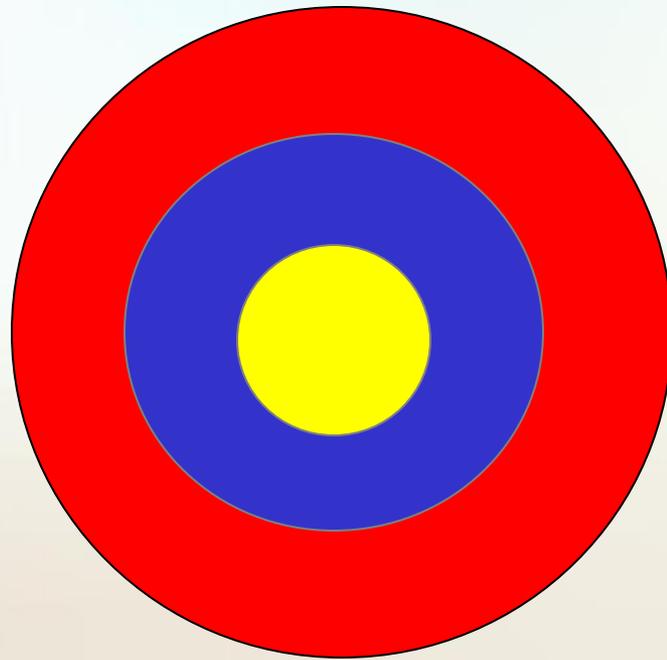


3. **Attitude**
is
a choice.

- **If your business is service, you are a servant.**
- **To truly serve, you need to be humble**

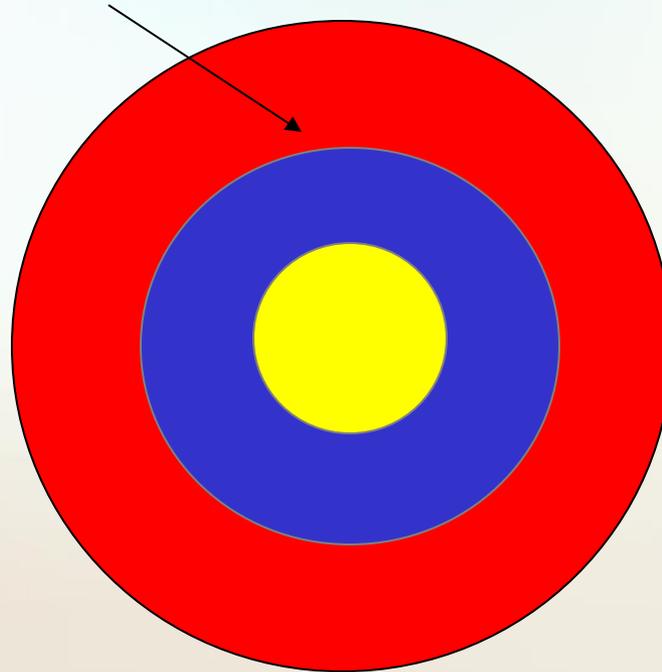
- 1. Leave your needs at the door
- 2. Leave your ego at the door
- 3. Leave your need to be right at the door

Spheres of Influence



Spheres of Influence

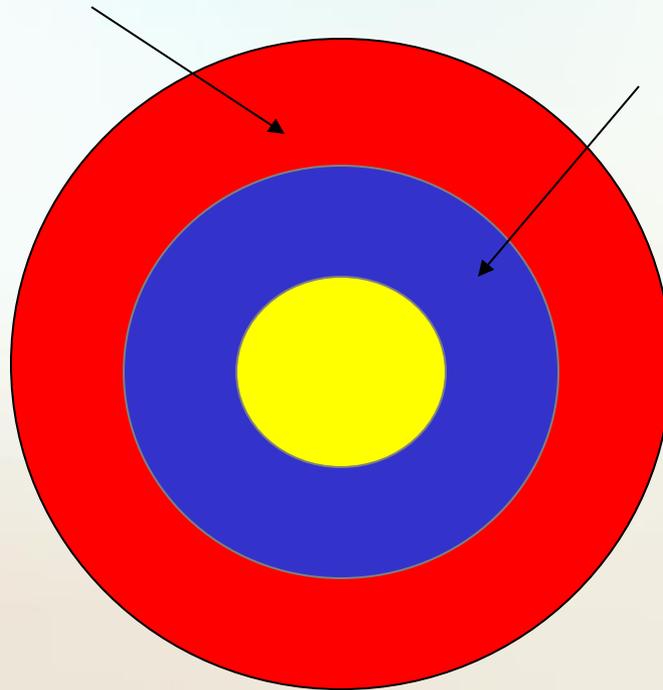
A. Things I cannot control



Spheres of Influence

A. Things I cannot control

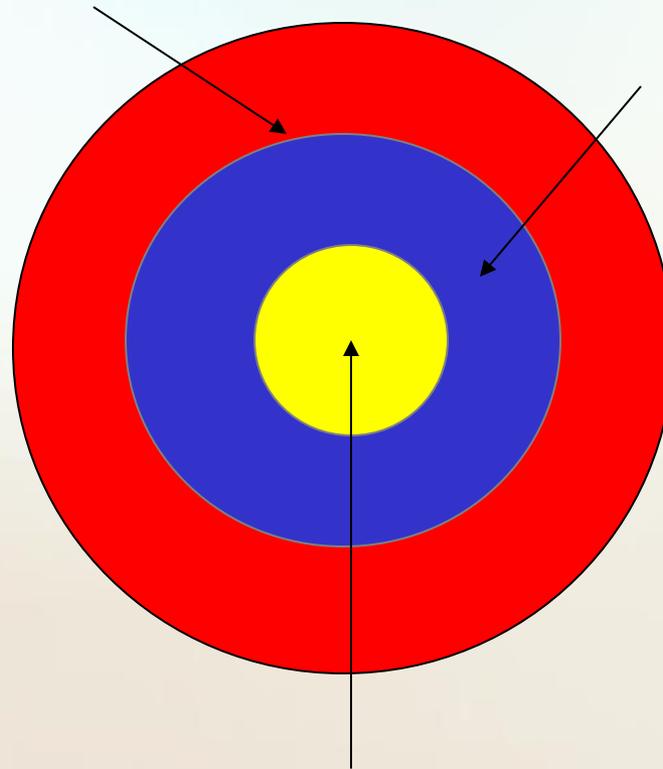
B. Things I can influence



Spheres of Influence

A. Things I cannot control

B. Things I can influence



C. Things I can control

**Be someone's
service hero!**

