

CASHING IN: Keep your Customers, Make More Money, Get a Promotion, Love Your Job, John Tschohl

As your country seeks to improve its global competitiveness, it is paramount your country encourages individuals to pursue self-empowerment in their daily lives.

Your people must embark on an exciting and profitable journey of self-development that will lead to better customer service, polished personal skills, enhanced value to employers and heightened self-confidence.

Improved customer service, in the broadest possible sense, is something every person must seek with renewed vigor. There are grave consequences for your nation's economy if we do not step forward to take on the world.

With a descriptive and inspiring blueprint, Cashing In movingly and clearly instructs us how to believe in ourselves, visualize success, capitalize on opportunities for promotion, become an enthusiastic member of any team and establish well-defined objectives and standards to achieve healthy and gratifying goals.

Cashing In demonstrates how far too often the lack of self-respect translates into poor customer service. Self-confidence is power.

The power and effectiveness of Cashing In reside in the step-by-step outline it lays out that anyone can implement in their daily professional life. "You are responsible" is the underlying message.

John Tschohl teaches you how to solve problems, inspire yourself, become a member of the team, find humor in your work and perhaps most critical of all, to remember that "quality service is whatever customers think it is."

YOUR FUTURE IS UP TO YOU

- *Educate Yourself - It is the best investment you can make in yourself.*
- *Self-Improvement and Self-Development*
- *Management: Support Employee Education*

CASHING IN INVOLVES AIMING FOR THE TOP

- *Expect To Succeed*
- *Build Your Self-Confidence With Affirmations*
- *Self-Confidence is Power*
- *Self-Concept - The greatest limitations you face are self-imposed.*
- *Quality Service Performance Standards*

HOW TO BE SUCCESSFUL

- *Attitude Determines Action*
- *Visualization - The way you see yourself determines what you do.*
- *The Power Of Self-Talk*
- *Improve Your Own Circumstances*

SELF IMAGE - IF YOU DON'T EXPECT MUCH OF YOURSELF, YOU WON'T DELIVER MUCH

- *A Burning Desire Transforms Work Into Obsessions*
- *The Million Dollar Personal Success Plan*
- *Pursue Self-Improvement Aggressively*

SERVICE IS A SKILL - A TALENT - IT'S PROFESSIONALISM - AN ART

- *Personal Success Plan For Excellence In Customer Service*
- *The Win-Win Paradigm*
- *Customers Are People*
- *Accept Responsibility And Admit Mistakes*



MASTER THESE SKILLS AND YOU WILL LOVE YOUR JOB, MAKE MORE MONEY AND GET A PROMOTION

- *Be A Good Listener - Appearing to hear is not good enough.*
- *Handling Complaints*
- *It's Now What You Say But How You Say It*
- *Service Recovery*

GOING THROUGH THE MOTIONS OF PROVIDING SERVICE IN ONE THING - EXCEPTIONAL, NOTICEABLE, UNUSUAL SERVICE IS QUITE ANOTHER

- *Quality Service Is Whatever Customers Think It Is*
- *Relationships Are Vital*
- *Empower Yourself*

QUALITIES OF SUCCESSFUL PEOPLE

- *Joy In Your Work*
- *Humor's Benefits*
- *Learn To Make The Best Possible Use Of Your Time*
- *Leisure Time And Fun*
- *A Winner Never Quits*