

The Michelli Experience

Vol #16

May 2011

It's the Little Things that Make the BIG Difference

During a celebratory dinner at the *Melting Pot* restaurant, our highly service oriented waitress, Susan, skillfully engaged my 19 year old son in a conversation about his recent accomplishment - the completion of his Bachelor of Science degree. While Susan's ability to create a personal connection with her guests was artful, the WOW moment for me occurred when the restaurant manager approached our table at the end of dinner. Rather than doing the perfunctory "table touch" wherein the manager says, "your dinner was fine, right?" and checks off a box on the manager service checklist, this manager, Paula, started by asking "if Susan had cared for our needs?" Upon hearing our positive accolades, Paula then turned to my son, called him by name, and congratulated him for his academic milestone. WOW! The simple act of taking a moment to learn about the people at the table and connect with us in a personal way was the difference between a good dinner and one that I felt compelled to share with you. So let's make this relevant for your life and business:

- 1) What small act of personal connection can you offer to someone you love? Do it now...
- 2) How can you demonstrate that you are not only "caring for" customers but "caring about them" as well?
- 3) What stories would you like to have customers share about you in their blogs and newsletters? Take positive action to give them something to talk about!

News and Resources

Book Launch!

The launch for my book *Prescription for Excellence* is upon us. For a video peek into the book, please click here: <http://tinyurl.com/6e9sbzg>

For information on ordering *Prescription for Excellence*, click here: <http://tinyurl.com/6ffvd8e>

I am honored to participate in a free webinar with Dr. David Feinberg, CEO of UCLA Health System, to discuss *Prescription for Excellence*. This webinar will take place on Tuesday, June 7 at 2 pm EDT. To register: <https://www3.gotomeeting.com/register/611828950>

Free Teleseminar

Please join me for a customer experience/leadership telephone seminar hosted by Shelley MacDougall & Kevin MacDonald of *The Extraordinary Leader Program*:

WEDNESDAY, May 25th

1:00pm Pacific, 2:00pm Mountain, 3:00pm Central, 4:00pm Eastern.

You can register by emailing Support@thecoachingdept.com and you will receive the call in number.

Next Newsletter

It's been a blessed, crazy, busy time at *The Michelli Experience* as we continue to speak for, consult with, and write about amazing people and their businesses. The next time I visit your email box, I will be approaching the launch of *The Zappos Experience* book and will have some fun video to share. Until then, please be well and do at least one little thing that will make a WOWful difference!

In your service,

Joseph