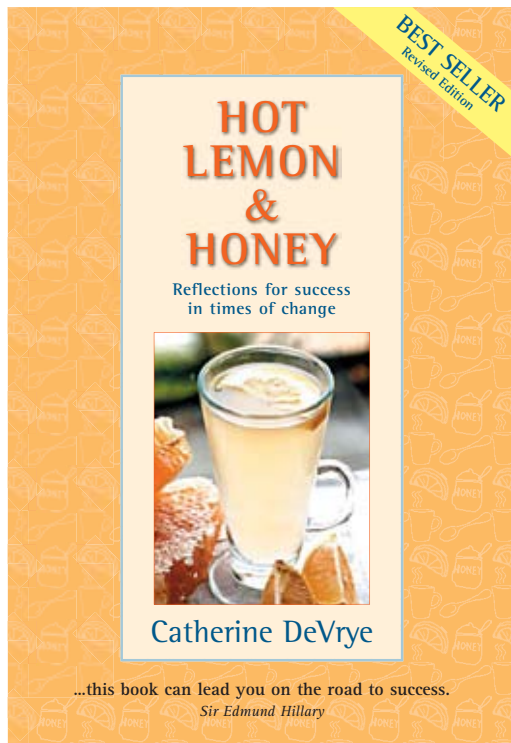




Chapter 47

Excerpt from
Hot Lemon & Honey

Written by
Catherine DeVrye



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PO Box 559

Manly 1655

NSW, Australia

Phone: (61 2) 9977 3177

Fax: (61 2) 9977 3122

E-mail: books@greatmotivation.com

Web: www.greatmotivation.com

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'You can't take care of your customers if you don't take care of yourself.'

Catherine DeVrye



'I'm too busy to exercise. I never seem to have enough time for my family and friends. Who can spare an hour to go to the gym? How can I quietly read a book and listen to music when I've got so much to think about?'

Does this sound familiar? We've all either spoken or heard one of these distressed comments. After all, we've gone to seminars and been told that the customer is number one.

Rubbish! Even as the author of a #1 best-selling book on customer service, I know that customer well-being is not nearly as important as my personal well-being. This may sound selfish and contrary to popular business thinking, but I can't possibly deliver exceptional customer service and serve others to the best of my ability unless I have ample



physical and mental reserves myself. We need to *be* at our personal best to *give* our personal best.

If we're at work and feeling guilty about yelling at the kids or not calling our ageing parents, or resentful that we had to forgo a golf game to work on yet another quality certification all weekend, what frame of mind will we be in to greet our customers?

Try as we might, the best customer service providers are only human (apart from the automatic teller machines!) and all humans need to have their batteries recharged. As much as we may genuinely want to give, we cannot do so if we have no reserves from which to draw our energy.

Some daily exercise helps restore the balance. A simple walk will suffice—it doesn't need to be a marathon. And daily means every day! You need not sign up for the Iron Man event, but as far back as the time of Aristotle, the correlation between a healthy mind and healthy body was recognised. You may have even forgotten how good it feels to be well—wellness being not simply the absence of disease, but a feeling of physical and mental well-being.

Often the only treadmill some people are on is the one of constantly working. We're so busy being busy, so tired of being tired, that—like the treadmill—it feels like we're frantically moving but getting nowhere.

As a reformed workaholic, I know that physical and mental relaxation is easier to talk about than

do. And it's easier still to get into a vicious circle of working harder in the hope that you will have more leisure time; to get more customers so you can afford that long-overdue holiday.

But if you take better care of yourself, you'll be able to take better care of your customers. In return, they will take better care of your financial needs through repeat business. So please remember that:

'You can't take care of your customers if you don't take care of yourself.'



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Are you so busy running around in circles that you don't have time to stop and think about what you're trying to achieve at work and in your life? Leading author and motivational speaker Catherine DeVrye shares her insights on how to make your personal and professional life more meaningful and effective through better balance.

Using catchy, easy to remember quotes, Catherine encourages you to look at things differently. You'll gain long term benefits and motivation for yourself and your organisation.

'I found this book full of inspiration, valuable insights and useful information—vitamins for my mind and soul. I believe everyone will benefit from a daily dose!'

Jack Canfield, Co-Author of the Chicken Soup For The Soul® Series

Catherine DeVrye is also the author of the #1 best seller *Good Service is Good Business* and 5 other successful books. A former IBM executive and past winner of the Australian Executive Woman of the year award, DeVrye has spoken on five continents to a wide array of audiences from small business and Fortune 500 companies to government organisations and Olympic athletes. She has cycled over the Andes, climbed Mt Kilimanjaro and was honored to carry the Olympic torch on the day of the opening ceremony of the Sydney 2000 Olympics.

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