

Conducting an image self-evaluation

Bob 'Idea Man' Hooey

“Perception is reality!” This is often the case in our business dealings. People like to deal with people they like or trust. People base their business perceptions on the image we portray. That image is enhanced or blurred by how we act or present ourselves. **How do your clients/customers see you?**

Take a moment and give some honest feedback to yourself, based on your past 3 to 6 months' experience in dealing with your clients/customers. **Hint:** Your answers might lead you to 'unleash' your business potential – and show you where you can improve your client/customer service!

- Is your image one of honesty and straightforward sincerity? How do you know?
- From the buyer's point of view, would you be considered reliable? Why is that true?
- Could you honestly say your customers received special benefits dealing with you not available from one of your competitors? What? Why?
- In their eyes, would you appear to be an expert in your field? Why would they say that?
- Have you been effective in helping solve their problems? How so?
- Would you say you handled complaints to their complete satisfaction? How did you accomplish this?
- Is integrity one of your watchwords? How does it show in your dealings?
- Other than your business dealings, would you think your customers believe you have their best interests and welfare at heart? Why?
- Do your customers look at you as a good reliable source of product or service information? Why?
- Would the majority of your customers continue dealing with your business, even if a competitor offered slightly lower prices? Why would they do that?
- What percentage of your customers or new clients comes from referrals? Why is that number significant?
- How do you plan to keep yourself and your staff educated and current in your field?
- Describe how you keep in touch with past clients. Describe the results.
- Other questions?

If you have been honest in your appraisal of your business operation you might have seen a few areas in which improvement would help. Go back over your answers and **ask yourself,**

- How can I 'unleash' my business potential by improving based on the answer to this question?
- How can I improve how I seek and service my clients?
- How can I change what I offer them to more accurately reflect what they need?
- How can I make a difference in my career and my community by making the changes I see needed here?
- How can I equip my staff and co-workers to better reflect the changes needed?
- How can I partner with other business owners to strengthen and expand the way we do business and the services or products we deliver?

- Can I reorganize my business to allow myself to enjoy my life better?

Honest reflection, followed by a commitment to act, will perform miracles. Time and time again business owners have done some soul searching and come up with some great ways to re-invent their business and give their clients the service they deserve!



“Your most unhappy customers are your greatest source of learning.” Bill Gates

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***Bob ‘Idea Man’ Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include ‘Legacy of Leadership’, ‘Why Didn’t I THINK of That’, ‘Make ME Feel Special’, ‘Speaking for Success’ and ‘The Courage to Lead!’** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada’s 50 Best Managed Companies.*