



A YBC “Ten Minute Training”

Topic: **“What’s So Special”**
(A discussion of what kinds of “special” services you can offer)

Key Points:

1. There are lot’s of ways to make the most basic service “special”
2. Most “special” services are simple and don’t cost very much, if any extra
3. Everyone that provides service has some creative idea about how to improve it
4. Creating an opportunity to share ideas is the most important step in service improvement
5. The next important step is thinking about service improvement regularly and consistently

Discussion Questions:

1. What can we do that is “extra” or “special” to make our service distinctive?
2. How or When can we build in time to do some creative brainstorming on service?
3. What can we do today to make our service distinctive that won’t cost any extra money?
4. Where can we gather new ideas about how to improve our service?

Activity:

Talk about some experience you’ve had as a customer where something small caught your attention and impressed you as being “special”. It should be something simple that made you stop and notice it. Maybe a free cookie, a note, a follow-up phone call or something unexpected.

Homework:

For our next meeting, come up with a low or no cost idea to make our service “stand out” from all the others. It should be something that our customers will notice and remark about.

Follow-up:

Start to notice things that happen to you as a customer and bring them back to our work group as observations or ideas about how we can improve our service.