



SAS[®] GLOBAL FORUM 2018

USERS PROGRAM

April 8 - 11 | Denver, CO
Colorado Convention Center

#SASGF

The Game is Played Away from The Ball

Presenter

Lee Manzer, Professor (Marketing), OSU

Dr. Manzer has several years of practical experience as a chemist, sales representative, and marketing research assistant for Dow Chemical Company. He is a nationally recognized expert on service implementation. In addition, he has presented hundreds of seminars on topics such as attitude change, accountability, and creating a service culture for a variety of national organizations and associations, including energy and petrochemical companies, manufacturing firms, financial institutions, and public service agencies. Specific companies Dr. Manzer has presented to include Arvest Bank Group, Chesapeake Energy, ConocoPhillips, Ditch Witch, Farm Credit Bank, Halliburton, Koch Industries, Phillips 66, and Williams. He has presented to many nonprofit organizations, including the U.S. Office of Personnel Management and the Indian Health Service. He has made presentations to more than 100,000 business professionals. Dr. Manzer is a multiple winner of the University Teacher of the Year award.

Insert your Twitter handle if applicable.

The Game is Played Away from the Ball

Lee Manzer

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Ponder

A German-born electrical engineer, Charles Steinmetz's genius and inventions played a major role in making General Electric the industrial power it is today. Once, after he had retired, GE called him to help locate a malfunction in a system of complex machinery.

After testing different components of the machinery, Steinmetz took a piece of chalk and marked an "x" at a specific location on one of the machines. The machine was disassembled, and the GE experts somewhat sheepishly found a defect exactly at Steinmetz's chalk mark.

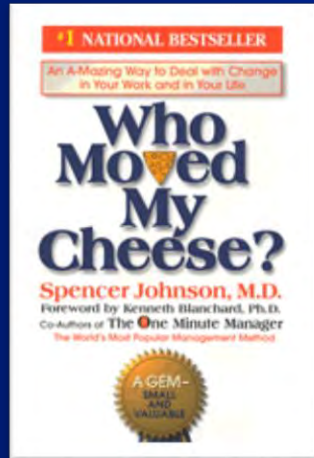
But when GE received a bill from Steinmetz for \$10,000, company officials questioned the amount and asked for an itemized bill. Steinmetz readily sent the itemized bill that read as follows:

Making one chalk mark: \$1
Knowing where to place it: \$9,999

Hey, Rose!

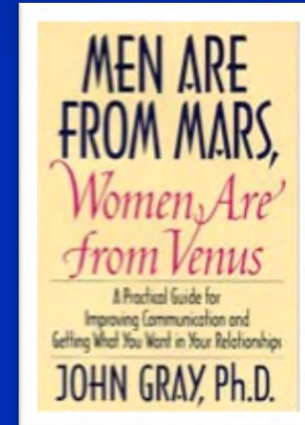
Who Moved My Cheese?

Spencer Johnson, M.D.



Men Are from Mars, Women Are From Venus

John Gray, Ph.D.





The Game is Played
Away From the Ball

Take care of the
little things, the big
things will take care
of themselves.

Two Problems

- What are the “little” things?
- How do you motivate yourself / employees to do them?

Major Problem #1

- Overcome Ignorance
- Light of Knowledge
- Search for Knowledge

Major Problem #2

- Motivation
- Show Up
- Small Changes

You are in the
Service
business.

Process vs. Outcome

The customer evaluates
both the service outcome
and the service process.

The
“Little Things”
of Service

Quality Service Variables

Reliability – Consistency of your performance and dependability

Responsiveness – Your willingness or readiness to provide service

Competence – The possession of the required skills and knowledge, by the employee, to provide the service

Access – Organization approachability and ease of contact

Courtesy – Politeness, respect, friendliness of contact personnel

Communication – Keeping customers informed in language they understand, listening

Credibility – Trustworthiness, believability, honesty, customer's best interest at heart

Security – Freedom from danger, risk, or doubt

Understanding/Knowing – Efforts to know customer's needs

Tangibles – Physical evidence of service; buildings, appearance of personnel; tools used to provide service; other customers in facility

“Some day
the door
may be for
the dog”



Advertising



A lion once met a tiger as he drew beside the pool.
Said the tiger, “Tell me why you’re roaring like a fool.”

“That’s not foolish,” said the lion, with a twinkle in his eye;
“They call me King of Beasts, because I advertise.”

A rabbit heard them talking and he ran home like a streak.
Thought he’d try the lion’s plan, though his roar was
just a squeak.

A fox came to investigate – had dinner in the woods.
So when you advertise, my friends . . .



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