

# Sales and Service Excellence

Volume 12 Number 10

The Magazine of Team Leadership

October 2012

## SERVICE/EXCELLENCE

### Gold-Medal Service

*What the Olympics can teach you.*



by John Tschohl

I FOLLOWED THE 2012 LONDON Olympics and watched all the great athletes. Every event was amazing to watch. From the swimming, track and field, archery, equestrian, gymnastics and so on, the competition to get to the Olympics from every country is fierce and then they have to qualify to get into individual competitions once they get there.

Some 10,960 athletes competed in these Olympics. Medals will be awarded for 302 events, but since there are many teams of 2 or more individuals there will be many more medals awarded than the 906 different medal awards.

In each final event, only three medals are awarded and the top prize is GOLD. The winner usually wins by a fraction of a second...the blink of an eye...the speed of light. And, the only one we will remember a few months later is the one who won the Gold.

These young athletes have been in training 6 days a week for about 8 plus hours a day for a large portion of their lives. Maybe one day off a week. On a special diet. On a special schedule. All focused on one thing...getting the Gold. It all boils down to a tiny, tiny fraction of a point or second to determine who wins. The recent, July 30

issue of *Time Magazine* cover story on the Olympics said, The winning athletes are simply willing to work harder than anyone else to reach their goal.

"You don't win an Olympic medal by being gifted," says Carmichael, a trainer. "Many start at 7:30 a.m. and finish at 7 p.m."

All focus on fundamentals and execution; however, many fail under all the pressure.

*Not all of us can be great athletes, but we all can provide Gold Medal Service.* Delivering great service is how you win the Gold in your business.

The rewards are huge. The key is every employee needs to be trained on the fundamentals of customer service and then have flawless execution.

Many employees are young. Some are not well educated or highly motivated. But, they all have the face of your organization and brand.

When you develop and build a service culture, everyone must be trained on the fundamentals with something fresh and new every four months. It's a fraction of the time athletes spend in training for the Olympics which happens every four years. You need to focus on fundamentals and the execution every single day and your employees should have the training so they can execute Gold medal service every single day.

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**ACTION: Provide Gold Medal Service.**