

We Are Judging Machines

We also judge people when we are in each other's presence. We judge friends, relatives, co-workers, customers and people we don't even know. We are judging machines by nature and it isn't even a conscious effort. Our judging radar is always up and working, so it is important to know how our radar works. There are three ways that we judge each other:

1. One is what we say, which is the content of our message or the words we use.
2. The second way is how we say it. We're listening to the voice quality, for things like sincerity, humor, or compassion. So even though we're standing face to face with someone, we're still listening to the voice just as carefully as if we were on the phone with them.
3. The third way we judge people is by their appearance. In other words, we're looking at how they are dressed, at how their shoulders are rolled back with confidence or presence, or how they use their hands to speak. We are looking at the eye contact they are providing and how high they hold their head as they speak.

All three of these things are incredibly important, and should be taken into consideration whenever we are in the presence of anyone. This is especially critical information if you are going in for a sales call, job interview, or anyplace where you need to sell yourself.

Sixty-eight percent of the people that we alienate perceive that they've been treated with indifference. That means that 68% of the people that walk away not liking us, didn't think we cared enough about them. Maybe we create some of those moments when our customers all seem to be having "bad hair days". Maybe it is us! Maybe we're having the "bad hair day" and spreading it to them. Our behavior is a direct reflection of how we want to be treated in return. Customers may be judging us by looking at our behavior, and if they perceive we are cold or indifferent, they may treat us that way in return. Put on the big smile, greet everyone warmly, maintain a friendly demeanor, and have fun at work; and you may just get it back in return. If your customers all seem in a bad mood, you better go look in the mirror, because it may be you!

What happens when the customer judges us or our business, and decides that we did not serve their needs? Ninety-seven percent of the customers unhappy with our service don't complain, they just don't return. Calculate those numbers out: If you have 3 customers who call in and complain, that means that 97 other people felt the exact same way and never told you about it, and they're not coming back. Calculate it out even further: If you have 6 customers call in to your business and complain, that means 194 other customers felt the same way, and are not returning. That's not good news.

Can any business afford to lose 100 or 200 customers per month and still stay in business – no! Never assume that just because you don't hear the yelling, that everything is okay. You will do yourself a huge favor by listening carefully to the whispers, because that is where the warning signs are.