

## **This Job Isn't For Everyone**

If you want to be great at customer service and learn to exceed customer expectations, you are going to want to choose to serve all customers. You cannot pick and choose who you want to serve. Will this be easy every day? Of course not, because life is not that simple. So graciously embrace the great days and be thankful the bad days are few and far between.

When I speak of “customers,” I want you to understand who these customers are. They are the external-customer that walks through the door, or calls you on the telephone and asks you to assist them with their needs. They are also the internal-customer, which are our co-workers, supervisors, and people within our organization that we might serve. They can be the accounting department, which handles the paperwork for the sales department. It can be the print shop that serves the marketing department. It can be the mailroom that serves every employee and department within the company, or it can be the person that works right next to you on the sales floor who helps locate merchandise, answers difficult questions, handles irate customers or helps you close the sale in a team effort.

Customers come in all shapes and sizes, and can also come in many different emotional packages. They will be sweet, and make your day a complete joy. Or they will drop you to your knees crying with their abusive attitudes. It is Russian roulette out there, and in most cases, you cannot pick your customers, you simply get what you get. Understanding this and accepting this as reality, is your first step to success. I did not say you had to like it, I simply said you have to accept this as reality and the truth.

If this is not acceptable to you, then I would highly recommend that you find a profession where you do not work with humans. This does not mean you are not a nice person, or that there is anything wrong with you, it simply means you are not cut out for the world of customer service. So be authentic with yourself and make sure that you have chosen the right job for you. Part of empowerment is the ability to accept who and what you are, and embrace it. Celebrate who you are, and don't put yourself into jobs where you are setting yourself up for failure. Understanding that you do not enjoy serving people is a huge disclosure and you should congratulate yourself for your authenticity.