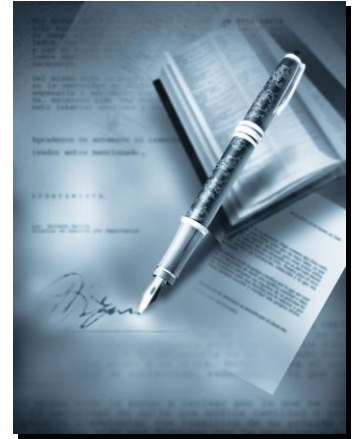


## Signature Service Part 1 - Workbook



### Objectives:

- ✍ Review Company Vision
- ✍ Review Company Values
- ✍ Introduce Signature Service

### The Company Vision:

To reach our goals as a company we believe that every person in our organization needs to know the company goals, values, and customer service philosophy. These guiding principles start at the top with the company vision statement:

The vision of Kelly Paper is to be the best by providing unrivaled service and value.

This vision statement captures where we want to go as a company. It's like a launch pad for our daily activities. To truly be the best in our market and industry we must all be reaching for this simple vision, in our sales efforts as well as our processes, and procedures.

Customer Service is a term that each of us must not only define and understand, but we need to live and breathe the kind of service culture that separates us from our competition.

Customer service is a decision that is made **before** engaging in every transaction with the people that we encounter throughout the day. It is also a commitment to sustain a positive experience with those people we serve **during** these encounters. Deciding to serve before each customer encounter, then serving well during the transaction enables us to reach the vision of providing unrivaled service **after** the sale is complete.

## Exercise - What Do You Value?

Take a few minutes to record some of the things in life that are important to you. What are some of your guiding values in life?

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Now let's take a look at Kelly Paper's values:

### Key Values

- Integrity & Teamwork
- Involvement & Accountability
- Positive Attitude & Commitment
- Exemplary Communication
- Continuous Growth of the Business
- Furthering our Reputation
- Creating and Maintaining a Safe Environment

### Integrity & Teamwork

- Integrity strives to do what is right regardless of the challenges.
- Teamwork looks toward a common purpose with selfless commitment to the greater goal.

### Involvement & Accountability

- Doing what needs to be done, while taking responsibility for the outcome.

### Attitude & Commitment

- Creating a positive environment, which translates into service above our competition exceeding the customer's expectations

### Communication

- Promote an atmosphere of open, honest internal and external communication.

## Continuous Growth of the Business

- Kelly Paper will actively pursue business growth, both in existing stores and markets and through new Opportunities!

## Furthering Our Reputation

- Our reputation as a company is effected by your personal actions. Your reputation is critical to your effectiveness for Kelly Paper, your community and your family.

## Creating and Maintaining a Safe Environment

- Kelly Paper wants all employees to be healthy, and to go home in the same condition that they arrived!

At this point take a moment to compare your personal values with our company values.

- How are they different
- How are they similar
- Are they compatible

It's important that you are able to support these company values. These seven values represent our road map to achieve our goals and the company vision.

## Customer Service

This foundation of values sets the stage for our customer service philosophy.

**Service Tradition:** One of the images that we have adopted at Kelly Paper for many years is the eagle. The eagle has come to represent a customer service attitude that soars above the mediocre world of mere mortal service providers and achieves greater levels of customer's satisfaction.



Eagle service is above and beyond the call of duty when necessary and provides consistent effortless service day in and day out.

Eagles Lessons:



Soar Effortlessly – They do what they do with out complaint, better that the rest



Excellent Vision – They see from a distance and know what to do



Powerful Execution – They get the job done with quality results

Don't be a Duck: On the other hand we have used the image of a duck to communicate poor service that doesn't hit the mark of excellence that we are striving for. While Eagles soar Ducks Quack.



Duck Lessons:



Flight Looks Hard – They do it, but don't appear to enjoy it.



They make a lot of Noise – They complain and influence others to do the same.



They do The Job – They do enough to get by. However, they tend to “Duck” responsibility.

While Eagles view customers as welcomed guests, Ducks see them as an interruption. Be an Eagle in action, attitude and customer service execution! Decide to have an attitude that soars and that is just what you will do.

## ATTITUDE

**The longer I live, the more I realize the impact of attitude on life.**

**Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home.**

**The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude... I am convinced that life is 10% what happens to me and 90% how I react to it.**

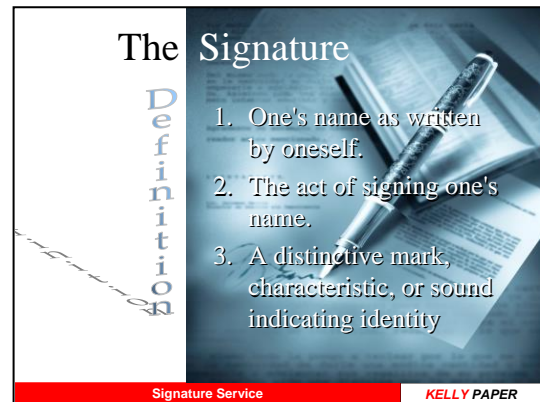
**And so it is with you... we are in charge of our attitudes.**

**By: Charles Swindoll**

## Signature Service

What is Signature Service?  
What is the significance?  
How should I understand the implications?

To answer these questions let's first define the idea of the signature.



### The Signature Definition:

- One's name, as written by oneself
- The act of signing one's name
- A distinctive mark, characteristic, or sound indicating identity

### The Signature Mindset:

- A Signature denotes a personal investment to the process and product
- Symbolizes dedication
- An opportunity to leave my mark



### The Signature Commitment:

Many people associate John Hancock with the signature because of his bold stand and large signature on the Declaration of Independence.

As the president of the second continental congress he demonstrated his commitment to the cause and ideals of the document he was signing.

It is believed that the reason for the large signature was to make sure the king could read it and to be sure his name would be clear. This is a significant action because he was putting everything on the line, his wealth, position and power, in addition to risking the lives of his family and himself.

And so we can learn from John Hancock that there is more to a signature than simply signing your name.

## The Signature Communicates:

-  Agreement
-  Identity
-  Dedication
-  Commitment



## Signature Service Part 1 – Quiz

1. The company vision statement is:
  - a. To have great customer service and be the best
  - b. To be the best chain of paper stores
  - c. The vision of Kelly Paper is to be the best by providing unrivaled service and value
  
2. Which is one of our **Key Values**:
  - a. Integrity & Teamwork
  - b. Involvement & Accountability
  - c. Positive Attitude & Commitment
  - d. Exemplary Communication
  - e. Continuous Growth of the Business
  - f. Furthering our Reputation
  - g. Creating and Maintaining a Safe Environment:
  - h. All of the above
  
3. Eagles view customers as a welcomed guests:
  - a. True
  - b. False
  
4. The Signature Definition is:
  - a. One's name, as written by oneself
  - b. The act of signing one's name
  - c. A distinctive mark, characteristic, or sound indicating identity
  - d. All of the above