



A WOMAN-OWNED SMALL BUSINESS

800-224-3731

wanda@themathisgroup.com  
keith@themathisgroup.com  
kim@themathisgroup.com  
www.themathisgroup.com

9515 N SPRING VALLEY DR  
PLEASANT HOPE, MO 65725

FAX 417-759-9110

# The Messenger

July/August 2021

## A Letter from Wanda

Customership is the delivering of superior customer service each and every time a customer uses a product or service. It is building a long-term relationship with that customer - a partnership. You are building such a relationship with the customer that it goes beyond normal customer service to a service that is committed to taking care of whatever problem may surface. Partnering is building a relationship with the customer to such an extent that each will share information and recommendations while maintaining a loyalty in conducting business.

Partnering is essential for customership. So, how does one begin the process of forming partnerships? First, examine your customer base and identify one who has the potential of being a partner. Begin to build a relationship with this customer - in all levels and departments of their organization. Lay the foundation for the partnership by making frequent contact, researching their needs, and planning how you can meet their demands. Learn what is important to them, and be prepared to point out what is unique about your organization, your skills, your services, your warranty, your delivery methods, etc.

Do not assume that you know what is best for your customer. As your partnership develops, you will find that there is a mutual exchange of information that will identify problems and areas of need. Then, together you will brainstorm solutions to the need. As you build a relationship with the customer, you will begin to view things from a different mindset. By gathering feedback from the customer, you will be more focused on how the customer perceives the situation. The customer will become the priority.

On the other hand, the customer will see your commitment and dedication to the partnership. You have sought their suggestions on reducing cost, improving quality, and implementing business with ease. This will not go unnoticed. Communication will continue to strengthen and will lead to trust and loyalty. They will make recommendations on your behalf to others while continuing their business partnership with your organization.



Seeking partnerships with your customers is a long-term investment, but it is an effort that will create long-term value.



**PMP® EXAM PREP CLASSES**

*You pass or we pay for the 2<sup>nd</sup> and 3<sup>rd</sup> test*

# Delivering Superior Customership

There is a three-fold purpose of customership. First, you retain the customer through good service and loyalty. Second, the customer becomes your best advertising simply by word of mouth. Finally, customership allows a relationship to develop which brings about a distinct partnership.

Customership has several benefits. You will notice an increase in repeat business as well as an increase in the percentage of the market you control. You will gain a trust from your customers which will provide you with a good business reputation. This will lead to high ratings in service and integrity which will lead to additional new customers. Because of the word-of-mouth advertising, you will have a lower cost for marketing. Success leads to high organizational morale which, in turn, leads to a reduction in employee turnover.

Replacing customer service with customership is a mindset. You are going to change the way you perceive your customers. Begin by developing a long-term focus on customership. Examine what is keeping customership from expanding now. Begin with your current customer base by creating a follow-up plan. Chart customer retainment goals and profit levels. Gain commitment from all levels of management. Change policies to be customer friendly. Create town hall meetings with employees to gain new insights for customer issues and then reward employees for acts of customership.

As with any change, there will be roadblocks. You may have rules or procedures in place that restrict you and your customers. There may be departmental barriers between sales, promotions, accounting, etc. Your employees may not feel empowered to focus on solving problems for the customers or perhaps they have never been trained in customer service at all.

Even though there will be hurdles to overcome, your organization can embrace the concept of customership. Understand that while your customers are your greatest asset, they are individuals who have expectations. They look for empathy and understanding, knowledgeable answers to their questions, attention to their details, respect, and ethical, fair treatment. By addressing these expectations, you are on the road to moving from customer service to customership!

*PMP, PMI-ACP, and the Authorized Training Partner logo are registered marks from Project Management Institute, Inc.*

## 2021 BOOT CAMP DATES

August 23-26	Live, Virtual PMP®
October 12-15	Live, Virtual PMP®
November 8-10	Live, Virtual PMI-ACP®
December 6-9	Live, Virtual PMP®

Visit [www.themathisgroup.com](http://www.themathisgroup.com)

**YOU PASS OR WE PAY**

## Truth

Proverbs 16:16  
How much better to get wisdom than gold! To get understanding is to be chosen rather than silver.

Proverbs 29:11  
A fool gives full vent to his spirit, but a wise man quietly holds it back.

There are no traffic jams along the extra mile.  
Roger Staubach

# STUDENT Spotlight

We want to recognize students who have successfully passed the PMP® Exam.

What is your favorite food?

**Fresh baked bread**

What are your favorite hobbies?

**Cooking, Crafting,  
Building, Photography,  
Sewing**

## Congratulations, Laurie Wagner!

What was the most challenging thing about the Boot Camp?

**The pacing. Early on in the week we spent a lot of time explaining concepts for those less familiar with Proj Mgt and business concepts. This set us behind later in the boot camp, so several sections were a bit rushed.**

Please write a recommendation about our class.

**Dr. Mathis is a skilled and effective teacher. He is passionate about teaching others what is needed to successfully pass the PMP® examination. His enthusiasm for the subject is infectious.**

How could we make our class better?

**Plow through the material a bit quicker - or ask the class if they are willing to stay over another 30-45 minutes to help keep on track and not fall so far behind schedule.**

What was the best thing about the PMP® Exam Prep Boot Camp?

**I enjoyed Dr. Mathis - The approach taken in the presentation of the material was very helpful in preparing for the test.**

How do you think the PMP® Certification will help your career?

**This certification is preferred by my current employer. While I am not sure where it will lead in the future, it will certainly open doors in my current organization.**

## Just For Fun

There is only one boss. The customer. And he can fire everyone in the company from chairman down, simply by spending his money somewhere else. ~ Sam Walton

Courteous treatment will make a customer a walking advertisement. ~ J.C. Penney

Here's a powerful yet simple rule. Always give people more than they expect to get. ~ Nelson Boswell



A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so. ~ Mahatma Gandhi

Customer service shouldn't be just a department, it should be the entire company. ~ Tony Hsieh

Your most unhappy customers are your greatest source of learning. ~ Bill Gates

It takes months to find a customer and seconds to lose one. ~ Vince Lombardi

People will forget what you said, people will forget what you did, but people will never forget how you made them feel. ~ Maya Angelou





## FREE VIRTUAL PMP® MASTERMIND GROUP: THE ROAD TO PMP® PREPARATION

AUGUST 16-20  
OR  
OCTOBER 25-29

The Project Management Professional (PMP®) certification is the most sought-after credential in project management, and individuals attempt daily to pass the exam without success. This PMP® Exam Prep Mastermind Group attempts to help those desiring a PMP® gain a better understanding of the process.

This course is not a boot camp to prepare for the exam but is a means to guide those in the early stages of seeking the PMP® certification. We will help individuals focus on pre-learning content, select proper documentation, complete as much of the application as possible, and select an Authorized Training Partner from Project Management Institute (PMI®).

This Mastermind Group goes through the PMP® exam content objectives and allows participants to take mockup PMP® exam questions, vocabulary tests, and receive an Exam Memory Chart to assist them in passing the new 2021 test.

This five-day course requires a commitment of one hour each day from participants. Each participant receives coaching, counseling, and guidance that helps make better decisions when preparing for the PMP® test. All discussions and suggestions will align with the current test and objectives.

For more information and to register, go to [www.themathisgroup.com](http://www.themathisgroup.com)