

MICADIA MOMENTS

'New approaches to retail success' January - February 2009



1221 West Market Street ■ Akron, OH 44313 ■ 330.701.5257 ■ www.micadia.com



Here's a Thought

Ann Reeves Burton

In the New Year, there will be additions to Micadia Consulting Ltd.

By the time *Micadia Moments* is in your mailbox, you will be able to download "It's All About Retail, Attracting, Building and Keeping Customers" from your computer. The book is still available in hardcopy, and I will be glad to ship it to you, but this way, there will be no wait. Go to www.micadia.com. It will be sold through Paypal, credit cards accepted.

I will be turning my website into a blog-website. I will try to learn how to be diligent in communicating through the blog, so let me hear from you.

I will also be offering seminars and workshops that will include copies of the book to each participant. The cost will be included in the fee, and all of that is negotiable, whether it is for a group, a class, or an individual office. Contact me by phone or website

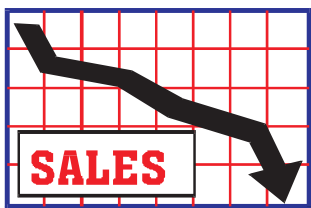
We need to make this a good year, and we need to make a difference!

Let's work together to make the best of 2009 despite the economy.

Check out www.micadia.com for survival tips and ideas, upcoming events to attend, and read what others are saying about what's going with their businesses and how they're coping. We can learn from one another and share each other's successes!



Greetings to one and all, and heartfelt wishes for a Happy New Year.



In so many situations, times are rough, and many of us are tying knots to hang on. In a local newspaper, the headlines screamed "Retail Sales Plummet!" In reading the body of the article, it talks about sales decreasing by 4%. I'm not sure that qualifies as "Plummeting." The Butterfly bought a new tablecloth for the holidays, and when it got on the table (perfect fit) the laundry directions warned that it would shrink 4%. There seems to be a similarity in that, the tablecloth will still be beautiful and useful for many years to come, and not shrink by an amount to make it un-usable.

We still have a wealth of human capital, and whether your business, or your profession has had some bumps, recently, never give up on the passion that caused you to prepare that business plan, or educate yourself for your career! The skeptics seem to go on and on about the failing economy, the bad recession and poor health care. Maybe that is something they want us to believe, but is it really true in your world? Sure, there may need to be adjustments, and cutbacks, but, as people say, "Don't throw the baby out with the bathwater."



Thanks for calling Four Seasons Trophy, this is Maurin, how may I help you today?



HUMAN CAPITAL, that wonderful spark of life that keeps you going, and realizing YOU are the best asset, and only you can stand up to the nay-sayers. Do you have a catalog of Human Services—yours? One of the answers is, **CUSTOMER SERVICE**. Make it easy for people to shop, or come to your office for

help. Customer Service is only about helping others, and it can be done in every walk of life. Begin by making sure your employees answer the phone with a "How may I help you?" It sets a much better tone than, "Can you hold, click?" if an employee is afraid of the question, they have no business answering the phone.



Share your passion, and make sure everyone you employ shares, and conveys your passion and your desires. That is the very first aspect of Human Capital. Don't let your dreams go dark, just because you didn't tell everyone about them. Surround yourself with people who know what you expect, as you employ them. There are many people who need to work, and will give you everything they have. Don't accept anything less! Go in search of your HUMAN CAPITAL. You won't have to look far.

Maybe I Can't Always Do It Alone! 'New approaches to retail success'