

VITAL SIGNS

The Monthly
Southeastern Newsletter

Issue 11 August 89

Be Generous With Praise

It can turn out to be good for you, too

A moment's thought and a kind word can have both immediate and long-term benefits.

Most of us like an occasional pat on the back. If we score the winning touchdown, get a promotion at work or are elected mayor, we want to be recognized for the accomplishment. It is only natural.

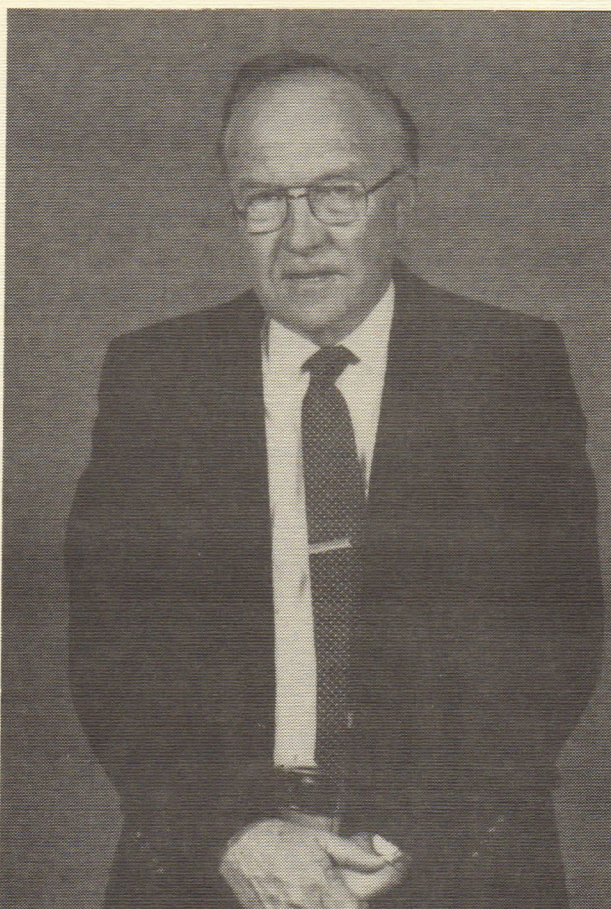
Opportunities galore

There are many opportunities for a person to bestow praise. From leaving home in the morning until arriving back at night, there are countless times to make someone's day better by complimenting him or her. If the gas station attendant does a good job on your windshield, why not say so? Next time he or she may do an even better one. If a shoeshine person gives you a glowing polish, give a word of praise along with a tip. He or she would like to feel of some value in society. And if you enjoy the dinner your spouse has prepared, say a nice word about the cooking. This will pay real dividends for you.

Praising the customer

Customers do not want to be thought of as machines, they want to be thought of as individuals.

How would you like it if a customer regarded a representative as a kind of robot who mechanically took orders and then left?



If we all remember Mr. Manning's founding principles, those that he followed for the first forty one years at Southeastern — good courteous service, and fair treatment of customers and fellow workers — Southeastern will be as successful as it has been for another forty one years. I hope you will keep Mr. Manning's memory in your thoughts and prayers. It is with that in mind I dedicate this issue to him - editor.

Everyone wants to be recognized as a living human being with feelings and emotions, even customers. An example of missing the opportunity to praise a customer occurred in this buyer-seller relationship: A sales representative received a birth announcement from a big customer. On the next call the sales rep routinely wrote up an order, never mentioning the long-awaited child that had been born to the customer. The latter was hurt, and understandably so. After knowing each other for ten years, the customer had come to regard the sales rep as an old friend. The sales rep lost the account for lacking the sense of grace to congratulate the customer on the birth.

Overlooking faults

Some people find it hard to praise others because they are too busy looking at their own faults. No one is perfect and faults are rarely hard to find. If we are honest, we are aware of our own and we can find flaws even in people we admire and respect.

But how about overlooking faults and searching for qualities in a person that call for praise? So what if a person doesn't use the King's English. Is he or she a honest person? Does he or she keep their word? These are qualities

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Praise continued

more important than ending a sentence with a preposition. It never hurts to try to understand the other person's motives. Perhaps then they'll try to understand yours. If you strip away a fault, you will probably find a virtue.

The real thing

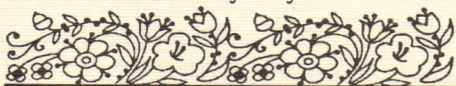
If you praise someone be sure it's sincere, genuine praise. Don't issue a compliment as if it were a second thought. Put some conviction into it. Nothing is more apparent than a phony or insincere piece of praise. Make the individual aware of the fact that you have given some thought to your flattering words. If a friend or customer has been promoted, don't dismiss it with a mere "Congratulations." This is perfunctory, and probably heard a dozen times a day. Say something like this: "I'm really happy for you. You deserve everything you're getting. You've done a wonderful job." If you believe something, express it. Your friend or customer can't read your mind.

Earn Praise

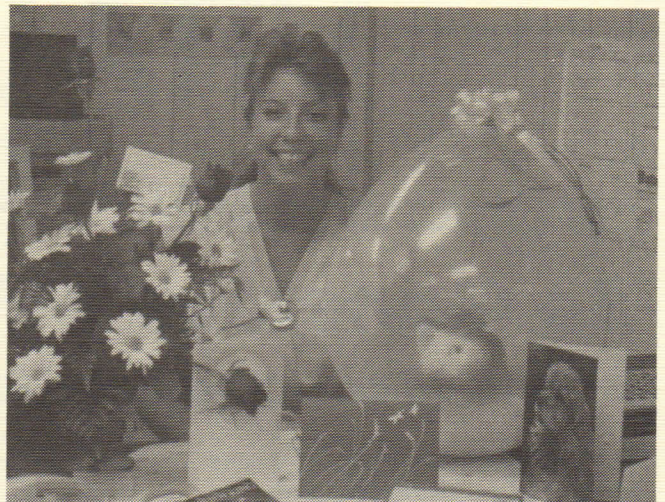
Some people look for praise from others without having done much to earn it. There is an old saying that you can't kid yourself. How hollow it is to hear a compliment that you haven't merited. Flattery without substance will not sustain you for long. People need the inner satisfaction of knowing they have done well. Then they can sit back and accept the praise due them. Success involves putting forth that extra effort to win.

Praise and honors will fall on you when you've earned them. And when you receive praise, be modest. It will stand you well. Seneca, the Roman philosopher, said, "You can tell the character of every person when you see how he or she receives praise."

excerpts from "Be Generous With Praise" by George N. Kahn in *Health Industry Today*



Best wishes to Janine St. John. Janine resigned from her position in Data Processing last month. Her last day was July 28. Janine and her husband have relocated in Tennessee. She is pictured right displaying the going away presents she received. Good luck and best wishes!



ongratulations to Purchasing's Sharon Helton on her upcoming marriage. Sharon has planned an August 26th ceremony.

A bridal shower will be given in Sharon's honor on August 21 in the employees breakroom at 5:00 p.m. Congratulations again Sharon!

Congratulations are also in order

for Kim Hendrix, who works in Third Party Billing. Kim was honored at a bridal shower held at Southeastern on August 1. Kim was wed on Saturday, August 12.

Southeastern would also like to welcome its newest employees who were hired in July: Paula Broughton, James Goodwin, Melissa Short and Grant Singleton. Welcome!

Happy Birthday!

Happy Birthday to the following employees who are celebrating their birthday this month:

Cathleen Banks	8/04
Russell Carr	8/11
Becky Church	8/23
Cindy Cronin	8/14
Linda Faircloth	8/10
Jane Fort	8/31
Joseph Forbes	8/18
John Manning	8/18
Gloria Pignatore	8/07
Scott Webster	8/22
Tony Webster	8/22
James Westmoreland	8/23
Karen Wilkinson	8/07
Mike Winfree	8/29

