

Have a Nice Day!

The only thing which is annoying about the American saying "Have a Nice Day", is the English people who have never been to America who claim that the saying alone would drive them mad. Anybody who has actually been to the States can tell you that after a day or two, when the novelty has worn off, the saying "Have a Nice Day" starts to be viewed as genuine and truly meant. The reason is that most Americans actually do want you to have a nice day.

It made me think about the people that I speak to during my regular working week. There are those who I enjoy meeting with or speaking to on the telephone, on the other hand there are those who I am quite happy to avoid. One of the advantages of dealing with small and medium sized businesses should be that you are able to get fast reliable and friendly responses to your enquiries. I'm not suggesting that we should suddenly all start saying "Have a Nice Day" to those people we meet or speak to by telephone but perhaps making the extra effort to sound pleasant interesting and amiable could have a positive effect on our businesses. This is not always easy particularly with the pressures of running small businesses, where sometimes it appears all the odds and elements are against you. On the other hand, most of us started our business so that we could have, "a nice day".

One simple way that we could achieve this is by adopting a more positive approach to the question "How are you". How often has somebody asked you that question for you then to proceed to tell them all your woes and trouble. Do you really think that's what they wanted to hear?

Therefore the message is simple, build in the "Have a Nice Day" philosophy into your company and the way you deal with your customers. Remember people like to deal with successful companies and success always breeds success.