



ATTITUDE

It makes all the difference.

By David Murphy

The summer is well underway. As small vending professionals we all work throughout the warm weather while many of our customers shut down or go on holiday. It's also holiday time vacation areas. Yet, if there is one con- employee attitude, which is especially important when hiring summer help.

I have written many times about education in the workplace and the need to satisfy workers, but the glue that binds it all together is attitude. Think about it. When you are out, anywhere, what is the single dominant thing you notice? Attitudes. It is not the price of a product or the product itself but the attitude of the person with whom you have just dealt. This is what can make or break our businesses.

Large corporations spend millions of dollars on product development and advertising but often forget that attitude is the secret to success. It is such a simple concept that I am surprised that more corporations, instead of spending vast amounts of time and money on marketing, forget what the customer remembers. You may disagree, but the single thing you remember the most when dealing with representatives from these companies is their attitude. Take a moment and reflect on all your suppliers. Besides the price and product, what is it that makes you comfortable about dealing with the same companies on an ongoing basis? I think you get the idea. The key to our success is to learn from their mistakes.

It has been almost a year since my heart attack and one of the biggest changes that I made was to develop a different attitude about life. I always felt good about how we treated our employees and customers as well as suppliers, but I took a different look at myself. I had no choice. On October 24, 2001 at 9 a.m. I was being wheeled into an operating room not knowing whether I was going to come out alive. But if I did, I knew some changes had to be made. That change was my attitude.

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It starts at the top. Feeling good about what you are doing will spill over to your employees and to your customers. Let's be honest. I still have days that get to me and the old mindset returns, but those days are fewer in numbers and I am much happier. If you ask the many people around me they will say that my attitude has changed. So take a good look around and maybe a little attitude change in your company is needed.

A positive attitude will definitely make a difference in your workplace. We don't need to spend large sums of money on seminars for our employees as well as ourselves — there are much cheaper and simpler ways. If you like to read, there are many books on this very subject. As I sit on the patio most evenings, instead of reading the paper (very depressing), I read a book on this topic and many others — yes, something positive. It has probably been a long time but visit your local library and check out their selection. Don't forget it's the little things that go a long way in our business and personal lives.

Have a safe summer.

Quote of the month: "No matter how bad things are — they can still get WORSE."

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