

Johnny the Bagger

A True Story of Customer Service

Preview Only

Facilitator Guide

These materials are intended for preview purposes only.
Use for training is strictly prohibited.

Copyright © 2007 VisionPoint Productions, Inc., and Barbara Glanz Communications, Inc. All rights reserved.

VisionPoint™ and *SMART-START*® are trademarks owned by VisionPoint Productions, Inc.

Unless authorized in writing by VisionPoint Productions, Inc., you are not permitted and it is a violation of VisionPoint's proprietary rights to:

- Make a copy of this work in any form
- Digitize, make electronic or provide via downloading
- Embed video in a PowerPoint or similar presentation software
- Broadcast via intranet, satellite, cable or closed-circuit TV
- Resell, rent, loan or make available to another organization

For information or to report unauthorized usage, contact VisionPoint at (515) 334-9292. Thank you for your cooperation!

These materials are intended for the personal use of the purchaser and/or end user. All other use, including, but not limited to, resale, rental or commercial use, is strictly prohibited, unless authorized in writing by VisionPoint.

This product is provided **as is** without warranties of any kind. VisionPoint and its agents and representatives do not render any legal or professional advice. This product, and any accompanying video, should not be used as a substitute for professional services. If legal or professional advice is needed, please consult with your attorney or professional advisor.

These materials are intended for preview purposes only.
Use for training is strictly prohibited.

Table of Contents

READ THIS FIRST	1
Letter from the President	2
Program Overview.....	3
Program Benefits.....	4
Program Design	5
Learning Objectives.....	6
How to Use this Training Kit.....	7
Definitions.....	9
Icon Key	10
Copyright Reminder.....	11
PLAN THE SESSION	13
Roles and Responsibilities	14
Overview of Agenda.....	16
Preparation Checklist.....	17
CONDUCT THE SESSION.....	19
Agenda for 90-Minute Program	20
90-Minute Program Arrival of Participants.....	21
90-Minute Program Getting Started.....	23
90-Minute Program Getting Focused.....	27
90-Minute Program Video and Discussion.....	35
90-Minute Program Delivering Service from the Heart.....	41
90-Minute Program Wrap up the Session.....	47

These materials are intended for preview purposes only.
Use for training is strictly prohibited.

Letter from the President

Thank you for selecting this VisionPoint program to meet your training needs. This program has been used and approved by trainers and organizations in several industries and has been updated to reflect current laws, best practices and trends in the workplace.

We're committed to providing you with resources! Reproducible participant materials, video scripts, optional activities and other valuable materials are available to you at www.visionpoint.com. Resources are updated and added regularly so check back while preparing for any new training session.

We're here to support you through the entire training experience! Should you have any questions before, during or after any training session, please feel free to contact us at trainer@visionpoint.com or the VisionPoint TrainerTALK™ helpline, 800-300-8880 x302. Our master trainers, course developers and TrainerSelect™ team are available to answer questions, share ideas, facilitate training and customize materials to meet your needs.

Thank you again for choosing VisionPoint! If there is anything I can personally do to make your experience of working with us and our programs more enjoyable or effective, please feel free to contact me directly.

Sincerely,



Laura E. Bernstein

Program Overview

This program inspires and motivates employees to provide exceptional service to both your internal and external customers. The program emphasizes the opportunity that all employees have to create a positive, memorable experience for their customers by making personal connections with them and providing service from the heart.

The program was inspired by a true story about a young man with Down syndrome who changed the culture of a grocery store by being creative and giving customers more than they expected. The story about this young man (called “Johnny” to protect his anonymity) comes from Barbara Glanz’s personal experience as a professional speaker. After “Johnny” heard her speak at an all-company meeting in which she asked them, “What can you do, whatever your job is, to make the customer feel special?” he began adding his special touch (his “personal signature”) to his work. The “Johnny” story, which Barbara has been sharing in her presentations since 1998, is featured in *The Simple Truths of Service as Inspired by Johnny the Bagger*, which Barbara co-authored with Ken Blanchard.

Program Benefits

Here are the benefits this program can deliver for your employees and for your organization:

For everyone:

- Increased personal motivation
- Improved productivity
- Increased ability to provide exceptional customer service
- Greater personal pride in their work

For the organization:

- Increased customer excitement
- Increased customer loyalty
- Improved employee and team morale
- Improved employee retention

How to Use this Training Kit

This training kit is designed to provide all the information and materials you need to conduct an effective training session.

The complete package includes:

1. This *Facilitator Guide*
2. *Facilitator Resources*, which contain optional activities, handout masters and additional suggestions to assist facilitators
3. PowerPoint slides, flipchart masters and other reference information, available as online resources*
4. VHS video – *Johnny the Bagger: A True Story of Customer Service*
5. DVD**
 - *Johnny the Bagger: A True Story of Customer Service* video
 - *Service from the Heart* video
 - Content Expert interview
 - TrainerTALK™ interview
6. One ten-pack of *Applied Learning Workbooks*
7. One ten-pack of notepads and ink pens** (also sold separately in packages of ten)

*To access online resources for this program, visit www.visionpoint.com. From the **Resources** menu, select **Program Resources**. Login and select the program title from the list. If you do not see this program title listed, please contact trainer@visionpoint.com.

**These items included in the Complete Kit only (not the Basic Kit).

If you are an experienced training professional, use this guide as a starting point as you prepare for training, and be sure to insert your own style, experience and examples into the session. If you are new to training or the program content, follow the step-by-step instructions, and use the scripted language to help you stay focused on the key points and facilitate an effective session.

As you prepare for a session, be sure to review the agenda from beginning to end. Determine whether you will use any of the optional activities provided in the *Facilitator Resources*, and if so, where you will insert them. While the ideas in the program are universal and can be adopted by any organization in any industry, you may want to use some of the optional activities to apply the ideas from the program to your specific organization. Estimated timeframes for each agenda option assume a group size of 8–15 people. If your session will have fewer or more participants, it is important to review each step of your agenda and decide how to best modify discussions and activities to accommodate your group size.

There is always more than one way to approach setting up and positioning activities. This guide provides best practices, based on trainer review and general market needs. Should you have any questions about how to best conduct a particular activity for your organization's unique needs, please contact our TrainerTALK™ helpline at 800-300-8880 x302 or trainer@visionpoint.com. VisionPoint's master trainers and TrainerSelect™ team are happy to answer questions, share ideas and help customize materials.

Overview of Agenda

This *Facilitator Guide* provides step-by-step instructions for a 90-minute program.

You can reinforce key points or customize the training to your organization by selecting from several optional activities that give participants the opportunity to practice and apply what they are learning.

Suggestions for optional supplemental activities can be found in the *Facilitator Resources*.

Agenda for 90-Minute Program

This *Facilitator Guide* provides step-by-step instructions for a 90-minute agenda. This agenda introduces key concepts through video and provides time for reflection and discussion. All needed participant materials are in the form of handouts, which can be found in the *Facilitator Resources*.

Step	Item	Time
#1	Arrival of Participants	N/A
#2	Getting Started	10 minutes
#3	Getting Focused	10 minutes
#4	<i>Johnny the Bagger: A True Story of Customer Service</i> (Video and Discussion)	30 minutes
#5	Delivering Service from the Heart	30 minutes
#6	Wrap up the Session	10 minutes

Total Estimated Time: 90 minutes

Facilitator Note: You can extend your program by using optional activities found in the *Facilitator Resources*.

Step 1

90-Minute Program Arrival of Participants

Time it takes:

From the time you show up until you start the program

What it is about:

Managing the environment and getting people settled

What you will need:

- Markers
- Name tents
- PowerPoint Slide #1 (optional; see *Facilitator Note* below)
- Video – *Service from the Heart* (optional)

How to do it:

[Facilitator Note: If you would prefer not to use PowerPoint slides for this program, consider preparing flipcharts in advance with the information from the slides.]

1. Get there first! This demonstrates organization and excitement—and sets a good example. Be sure the room is set up, the equipment works and everything is arranged the way you want it.
2. Display Slide #1 on the screen and/or begin playing the video 15 minutes prior to the session start time.



3. Greet participants as they enter the room.
4. Ask each participant to use a marker to write his/her name on a name tent (both sides) in letters that are big enough for everyone to read.

*[Facilitator Note: If you want to extend your program, consider using the Video Activity for **Service from the Heart** at this point (see Facilitator Resources). You can also use this activity in Step 2. (See Facilitator Note after # 5 in Step 2.)]*

Preview Only

Step 2

90-Minute Program Getting Started

Time it takes:

10 minutes

What it is about:

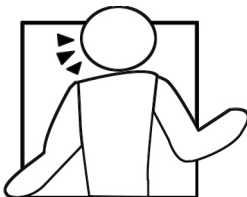
Introducing the topic, program logistics and each other

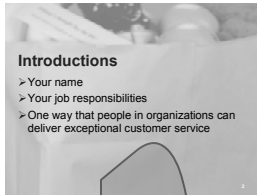
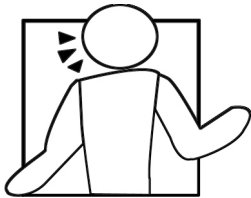
What you will need:

- Flipchart
- *Ground Rules* flipchart page (See definitions on page 9 of this *Facilitator Guide*)
- *Parking Lot* flipchart page (See definitions on page 9 of this *Facilitator Guide*)
- PowerPoint Slide #2

How to do it:

1. Introduce yourself in whatever way you think is appropriate and welcoming.
2. Go over session logistics, including:
 - How long the session will take
 - When there will be breaks
 - Where the restrooms and emergency exits are located
 - Ground Rules
 - Parking Lot
3. Introduce the program by saying: **Today you're going to participate in a program that focuses on how we can provide exceptional service to**





our customers. Exceptional service happens when it comes from the heart of each of us. And anyone, no matter who they are or what they do in our organization, can make a difference.

[Facilitator Note: If any participants in the group serve internal clients, make the point that the program applies to providing service to both internal and external customers.]

4. Transition to participant introductions by saying: **Now that I have introduced the program, let's get to know one another.**
5. Display Slide #2 and say: **Please share with us your name, job responsibilities and one way you believe that people in organizations can deliver exceptional service to their customers—both internal and external.**

Record participants' responses on a flipchart.

*[Facilitator Note: If you want to extend your program, consider using the supplemental Video Activity for **Service from the Heart** at this point (see Facilitator Resources). Introduce the activity by saying: The video we watched at the beginning of the program mentions that excellent service comes from the heart. Then facilitate the activity using the instructions starting in #3 of the activity.]*

Step 3

90-Minute Program Getting Focused

Time it takes:

10 minutes

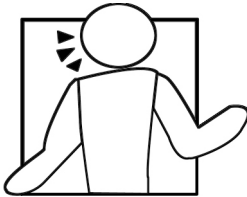
What it is about:

Introducing the learning objectives and what participants will experience and learn

What you will need:

- PowerPoint Slides #3 – 4

How to do it:

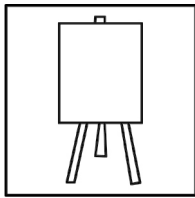
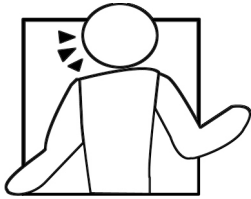


1. To get people focused, say: **Think of a business you like to patronize. It could be a restaurant, a bank, a clothing store or another kind of business where you go frequently. Why do you like to go there?**

[Possible Responses: I get good service; I get value for my money; they know my name; they make me feel welcome; it's an enjoyable experience]

2. Summarize participants' responses by saying:

There are many businesses that provide similar products or services, but we patronize certain businesses more often than others because of the way they make us feel when we do so. These organizations make us feel good about doing business with them because they create a positive and memorable experience



for us whenever we go there.

3. Continue the discussion by asking: **When you patronize these businesses, what causes you to have these positive feelings?**

[Possible Responses: the employees thank me for my business; they remember my name; they remember what I like; they go out of their way to answer questions or help me; they solve my problems; they make me feel welcomed; they make me feel special; they give me more than I expected; they enhance the experience by doing something special for me]

4. Refer to appropriate items listed on the flipchart from the participants' introductions and continue the discussion by saying: **It's been said that business isn't about business, it's about people. Notice that many/most of the things you listed in your introductions really deal with person-to-person connections—rather than business-to-person connections.**

[Facilitator Note: If you want to extend your session, consider using Optional Activity 1 in the Facilitator Resources at this point.]

5. Continue the discussion by asking: **Is this kind of good service something someone can fake? In other words, can someone create a positive and memorable experience for a customer if**

Step 4

90-Minute Program Video and Discussion

Time it takes:

30 minutes

What it is about:

Introducing the concept that exceptional customer service comes from the inside out (i.e., from person-to-person connections, not business-to-person connections) and the difference that from-the-heart service can make

What you will need:

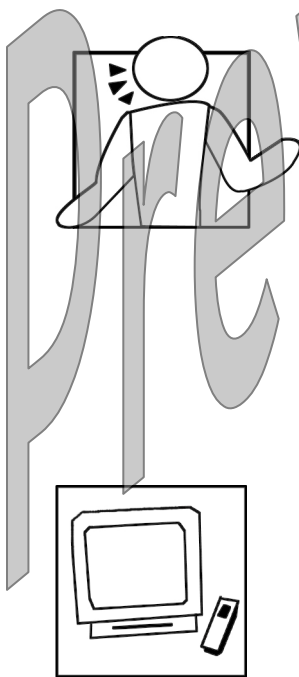
- Video – *Johnny the Bagger: A True Story of Customer Service*

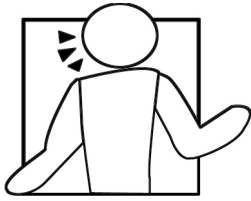
How to do it:

[Facilitator Note: If you have time and would like to extend the discussion about the video, see the optional questions in the Facilitator Note at the end of Step 4.]

1. Introduce the video by saying: **You're going to see a remarkable true story about a young man named Johnny who changes the culture of a business—a grocery store, to be exact—by being creative and giving customers more than they expect.**
2. Show the video through to the conclusion of the main program.

[Facilitator Note: Stop the video when the screen fades to black and just prior to the graphic, "A Final Thought From Barbara Glanz." You will use this final message from Barbara at the conclusion





of your session.]

3. Review the video and ask: **What are your reactions to/comments about the video? What are your feelings about what you just saw?**

4. Continue the discussion by saying: **Johnny went on a kind of journey in the video—a significant change in his thoughts and actions. Where was Johnny at the beginning of his journey? What were his thoughts and feelings about customer service at the beginning of the story?**

[Possible Responses: he felt as if he couldn't change anything; he wasn't sure what he could do from his position as "just a bagger"; he was skeptical about his own ability to identify a way to do something special for the store's customers]

5. Continue the discussion by asking: **What detours or obstacles did he face along the way?**

[Possible Responses: indifference; self-doubt; skepticism from coworkers; lack of response from his neighbor; lack of support or understanding from his boss]

6. Continue the discussion by asking: **Where was Johnny at the end of his journey? What were**

Step 5

90-Minute Program Delivering Service from the Heart

Time it takes:

30 minutes

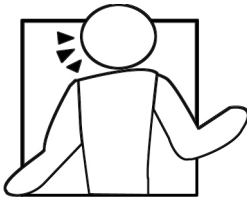
What it is about:

Discussing specific mindsets and actions for providing from-the-heart service

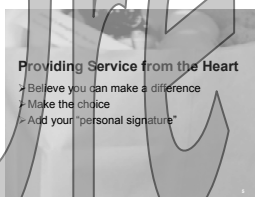
What you will need:

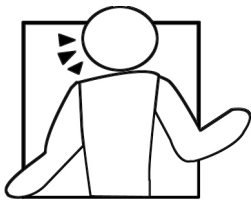
- Flipchart
- *Handouts* #1 – 2
- PowerPoint Slides #5 – 6

How to do it:



1. Introduce the discussion of specific mindsets and actions for providing from-the-heart service by saying: **While Johnny is a real person, you could think of him as a symbol of from-the-heart service. To “be a Johnny” requires three steps.**
2. Display Slide #5. Say: **The first step you can take to “be a Johnny” and provide service from the heart is to believe you can make a difference. In other words, develop the mindset that you really can make a difference— because you can, just like Johnny did in his organization. The second step is to convert the mindset into action and actually**





choose to make a difference. Don't just think you can make a difference—make the choice to create personal connections with customers and memorable experiences every time you interact with them. The last step is to add your “personal signature” to your work.

3. Continue the discussion by asking: **What exactly is a “personal signature”?**

[Possible Responses: something creative and unique that makes an interaction memorable; something that makes a customer want to do business with you again; something that makes a customer feel special; a personal touch]

4. Continue the discussion by asking: **As you know, each of you has a written signature that's all your own. You see it whenever you sign your name to a document—a letter, a check, a credit card receipt. It's personal and unique. No one else has a signature quite like yours. In the same way, a “personal signature” at work is unique. It isn't something you select from a list in our employee handbook. It's actually something personal and unique, something no one else**

Step 6

90-Minute Program Wrap up the Session

Time it takes:

10 minutes

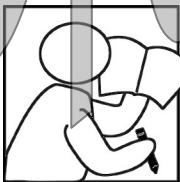
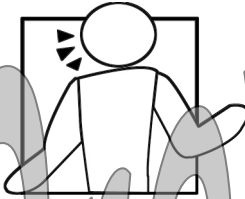
What it is about:

Formulating a plan of action and evaluating the effectiveness of the training

What you will need:

- *Applied Learning Workbook* for each participant (optional)
- *Handout #3*
- *Program Evaluation* forms (found in *Online Resources*)
- Video - *Johnny the Bagger: A True Story of Customer Service*

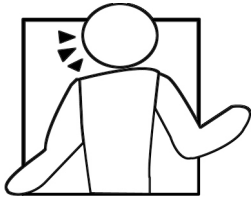
How to do it:



1. Wrap up the session by saying:

Before we conclude, let's take a look at the Parking Lot. Have we addressed everything on it? Are there any additional questions that need to be addressed? [Answer any questions.]

2. Refer participants to their materials, *Focus on the Future* and *Suggested Actions, Handout #3*. Briefly describe the purpose and contents of the material, and ask them to complete the *Focus on the Future* form. [Allow five minutes.]



3. Ask participants if any of them are willing to share their plans from the *Focus on the Future* form or any highlights of what they have learned today.
4. Distribute a copy of the *Applied Learning Workbook* to each participant and say: **This book offers 52 reflection exercises that will help you gain an even greater insight into what it means to provide from the heart service. It will help you continually find new and better ways to put the things we've talked about today into practice on the job. The activities in this book are not time consuming or difficult; but they will make you think. I encourage everyone to make a commitment to go through one exercise each week. I think you'll be amazed at what you learn about yourself and your customers.**
5. Hand out the *Program Evaluation* forms and say: **Your evaluation of this program is very important. Please be specific about what you liked, what you didn't like and how this program could be improved.**