



TMR REPRINT WAYMISH

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RATING



ABOUT THE STAR RATINGS

| | |
|---------------|-------|
| Outstanding | ★★★★★ |
| Very good | ★★★★ |
| Good | ★★★ |
| Above average | ★★★ |
| Average | ★★ |
| Below average | ★★ |
| Poor | ★ |

TRAINING MEDIA REVIEW provides objective reviews of training content and supporting technologies, advice on media-related training issues, research reports, and consulting.

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WAYMISH: Why Are You Making It So Hard... for me to give you my money?

CRM Learning

800-421-0833

www.crmlearning.com/waymish

\$895

Reviewed by Kim Neubauer, The Franklin Institute

The messages of *WAYMISH* are not new, but the presentation is creative and engaging. The title is an acronym for the question **Why Are You Making It So Hard...**? The question is completed by such phrases as “for me to give you my money?”

WAYMISH is a comprehensive customer service training kit, consisting of DVDs, CDs with PowerPoint slides and reproducible worksheets, two training designs (for employees and for supervisors), a book, “*WAYMISH-Buster*” employee handbooks, and reminder cards.

All materials convey the following six messages:

- Quickly acknowledge customers.
- Listen carefully.
- Fix problems on the spot.
- Find a Way to Say Yes (the policy issue).
- Coach each other.
- It IS your job!

BOOK OF ANECDOTES



WAYMISH is a training book in storytelling style. It is full of real-life disaster and success stories, interwoven with customer service lessons, selling techniques, and other ideas to keep customers and “quash the *WAYMISHes* that are stealing your future profits.”

The book calculates the bottom line for losing customers. The authors love to use made-up acronyms, for example, NETMA (Nobody Ever Tells Me Anything) and DWUPUWD (Do What You Promised You Would Do). *WAYMISH* addresses many factors that contribute to service delivery, but the points could have been made in half the space.

TALK SHOW SENDUP

The *WAYMISH* Show (18 minutes) and *WAYMISH, The Supervisor Show* (10 minutes), use a reality talk show to deliver some of the messages from the book. They are entertaining and sure to keep the attention of audiences. The shows claim to “secretly film” problematic customer encounters, while the TV host comments and offers advice to the racially diverse cast of service personnel and customers.

Vignettes take place in a clothing store, home-improvement store, restaurant, bank, and hotel. Strategies are given to handle situations when policies interfere with good service, when products are out of stock, and the like.

SUPPORT FOR NOVICES—AND EXPERTS

The Leader’s Guide provides a fast-paced two-hour workshop design for employees to learn to avoid “WAYMISHes” while discovering ways to delight customers. The workshop materials can be used for self-study as well as for meetings or lunch-and-learn sessions. The design incorporates The *WAYMISH* Show vignettes and utilizes polished-looking PowerPoint slides and worksheets from the CD.

The guide has helpful information for less-experienced trainers around preparing for a successful program and for creating an effective learning environment. Very useful are the suggestions of what to listen for when eliciting trainee input.

One weak point is *WAYMISH* Rule 3, “Listen Carefully.” It focuses on paying attention but does not address other important active listening skills such as paraphrasing the customer’s message. This is a topic you might want to embellish when teaching from the guide.

For some reason, the Supervisor Show Leaders Guide, a 51-page workshop design, is offered only on the CD and not in hard copy. The workshop takes one hour and 40 minutes and is based on the premise that good customer service starts with the leaders and managers of the people on the front lines.

The Employee Handbook is full of tips and hints for good customer service and reinforces messages from the book and workshop. It also contains “forbidden phrases,” “WAYMISH-buster responses,” and places to keep track of barriers to good customer service.

The comprehensive package costs \$895 (rental, \$275), which is in line with comparable DVD-based products, although CRM’s support materials are among the best in the industry.

RECOMMENDATION

I highly recommend *WAYMISH* for its versatility and its entertaining, up-to-date presentation of customer service messages. Trainers of all skill levels can select what they need from the package. All materials are clear, user-friendly, and replete with essential learning points for sales and service environments.

About the Reviewer

Kim Neubauer (kneubauer123@yahoo.com), M.S., is an award-winning trainer and organization development specialist who has worked globally to increase personal, team, and organizational effectiveness. She is especially accomplished at training trainers, improving customer service, and using the MBTI to improve working relationships and productivity. Neubauer is currently the Director of Training at The Franklin Institute science museum in Philadelphia.

