

just aren't good enough."

*Inc.* magazine published an excellent book back in 1997 titled *301 Great Customer Service Ideas*. The book is a collection of ideas from the most innovative small

companies in America.

Some of the ideas include motivating people, using technology, promoting and red carpet ideas, just to name a few. Each idea fits one page and is usually only a paragraph long, making it easy to read one a day to inspire yourself and your team to better serve those who have decided to do business with your company. There are several pages inserted within the ideas that are quotations from notable CEOs and executives. One in particular that I have lettered on one of my main office walls states: "Unhappy customers don't fight...they switch!"

### Networking and contact management

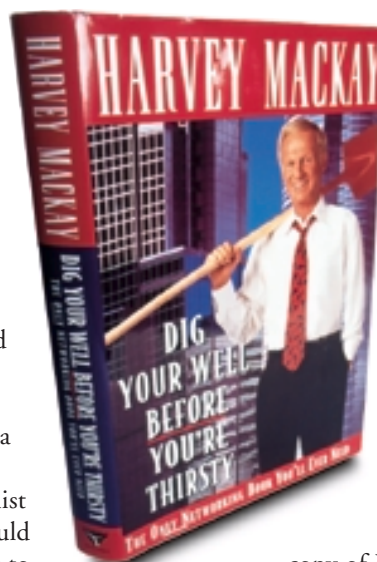
After following the bestsellers Harvey Mackay has produced over the last 10 years, the most important thing I've learned from him is the value of human life as it relates to business. In '97 he put on the bookshelf, *Dig Your Well*

*Before You're Thirsty: The Only Networking Book You'll Ever Need*. Now think about that title. This book is the A-Z reference book to starting, building, maintaining and appreciating a network of people that can add tremendously to every area of your life. He gives everything from a basic list of professionals that should be in everyone's network to the 10 commandments of networking.

The underlying message is that every one of us has something to offer the others who find their way into our lives.

The beauty of developing relationships is realizing that there is not one of us that is better than two of us. Each chapter ends with a simple "Mackay's Maxim" that sums up the chapter in a nutshell. Toward the end of the book, he gives you the opportunity to take a look at your own networking report card, and even though it's sobering, he gives you the keys to bring your grades up.

This last May, I was honored to lecture for a whole day at Northeastern State University in Tahlequah. In my visit with the students, I shared with them a few skills they needed to add to whatever discipline they were studying that would ensure a successful career as well as in life in general. The last skill of the four I shared was that they must be able to develop and cultivate a network of contacts. I shared with them that they should have already exchanged information with every

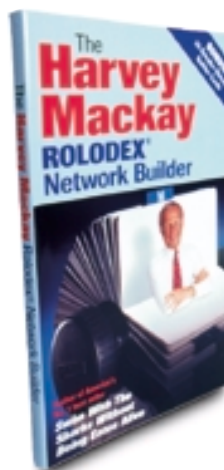
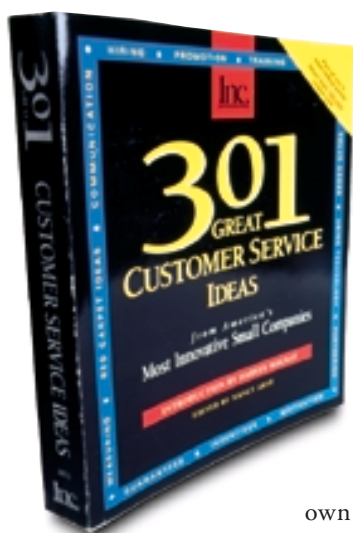


other student in their classes. My point was that you never know who you might meet that may have a future impact on your career or important decisions you'll have to make in the years to come.

I gave them each a copy of Mackay's very first book on networking called *Harvey Mackay's Rolodex Network Builder*. After finishing the fabulous stories about how his Rolodex helped him become a best-selling author, you'll find 30 punch-out

Rolodex Cards in the back to get started. In March, I wrote an article called "Your Personal Wheel of Fortune," and I offered a free and post-paid copy of this book to anyone who emailed me at [randyclay@randyclay.com](mailto:randyclay@randyclay.com). I still have a few books left, so if you'd like a copy, let me know and I'll send you one as a gift for reading this article.

Thanks! ■



**Randy's Reminder: Many positive changes in our lives have started with what we've decided to read!**

Randy Clay is a native Oklahoman and an avid student of Harvey Mackay. He writes the column "Business Lessons with Randy Clay" for *Oklahoma Business Monthly*. Clay writes and speaks on topics related to work ethic, positive attitude and honesty in business. Clay owns and operates The Randy Clay Co., a manufacturer of safety signs and decals, founded in Tulsa in 1983. He can be reached at [randyclay@randyclay.com](mailto:randyclay@randyclay.com).