



# Breaking the golden rule be relentless

**John Tschohl** ♦ Restaurateur and founder of BellyMelly

The well-known Golden Rule ~ “treat others as you would like to be treated”, sounds like an easy goal, but how true is it? How often do we complain about the way we are treated, but the very next day we are being trite and short with others? Normally, this wouldn't be so bad; we all have our good days and bad days. Our families and friends know the “true us”, so we are often forgiven. But what if the

service sector was our job? What if our first impression was our last? What if our disposition caused a future customer to walk away to a competitor? Given this scenario, it's not so easy to chalk up our behavior to a “bad day”. With COVID-19 this is more critical than ever.

Unfortunately, every day employees in every capacity, make a choice NOT to treat others the same way they would

like to be treated and their choice not only impacts their job but the company's bottom line. According to John Tschohl, author of Relentless. The entire service process lasts less only a few seconds.” Tschohl says, “Bad service is seen by many consumers as a personal insult. They become angry, depressed, or insecure when sales people ignore them, snap at them or hurry to get rid of them. They are offended when salespeople haven't considered their customers important enough for them to learn the answers to common questions about the merchandise or service they sell.”

so I will find that out for you and we will both have the answer. Thank you for asking!”

**2) Think twice about your job choice.** If you have a short-temper, hostility issues, or you naturally do not like being around people (an introvert) DO NOT seek a job which requires you to interact with the public. This is just going to exacerbate your comfort level. Seek out a job that doesn't require you to meet new people every day.

**3) LEAVE YOUR PROBLEMS AT HOME.** This can be difficult, especially if something serious is going on in the background; HOWEVER, it is not fair to spread the poison. If you are having a particularly bad day, try your hardest to put the problem out of your mind and use your job as an escape from the problem, a kind of breather. Fake a smile. Try to see your customers as your allies who didn't create the problem you are dealing with.

**4) Create a new Golden Rule.** Forget the old saying...treat others as you would like to be treated. How about...”Treat others BETTER than you have ever been treated”. Wouldn't it be great to know that you could treat another person better than you have ever been treated and that you alone were responsible for that treatment? To be able to say, “I treat people way better than I have ever been treated”, would be a great accomplishment. Go beyond where anyone else has ever been!

**5) Think of your own pet peeves.** What drives you crazy? What gets on your nerves? Think about it then... DON'T do it. Maybe it annoys you when you wait for an exceedingly long time for someone to notice when you need help. Maybe you don't like it when the person checking you out is chewing gum. Take your pet peeves and turn them into a list of things you will never do. This can be a powerful tool. Many of us are hypocrites accuse

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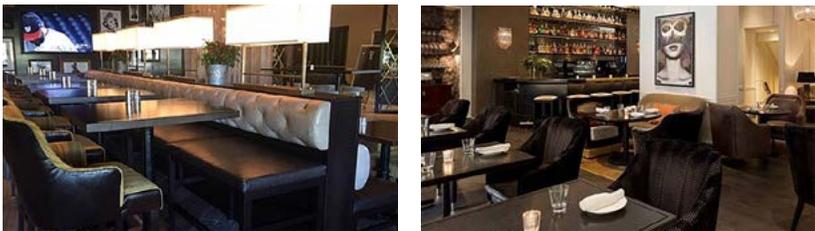
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*Take your pet peeves and turn them into a list of things you will never do.*

Here are some guidelines to follow if your job entails one-on-one communication with a customer/client...

**1) KNOW YOUR JOB!** Many customers become frustrated because the salesperson is not well versed in a product they are asking about or they are not well versed on inventory or procedure (such as a return or credit). Customers can have a very short fuse if they feel their time is being wasted. Tschohl says, “The more you know about your company, the better equipped you are to solve problems and innovate. Strive to learn as much as you can about your company.” If there is a question you don't have the answer to...DON'T MAKE ONE UP AND NEVER EVER SAY “I don't know”, and do nothing to find the answer. If you don't know the answer, seek out a manger and ask him/her. A great thing to say to a customer is “I don't have the answer, but I love learning



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others of the very act that we are committing.

6) **Try turning your job into a game.** Ask yourself how many people you can get to walk away with a smile in a day? How many people can you help today? These little tools can take the monotony out of an everyday job!

Many service employees do not think they have control over their job. This is completely untrue. The employee actually has more power than the manager. The employee is the one who interacts with the customer on a daily basis. The employee's performance of his/her job is what determines whether a customer comes back. Front line employees are the main artery in the business and keep the business alive. They consider customers as their partners in business. On your next day on the job...remember that! **TR**

*John Tshohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. His new book Relentless is now available. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.*

# Aloha Poke exploring ghost kitchen concept with REEF's Kitchens

Chicago, IL – Aloha Poke, the nation's premier fast-casual poke restaurant concept, announced it is entering into an agreement with REEF's Kitchens, a leading ghost kitchen operator, as a way to introduce the restaurant's high-quality food and sustainable sourcing practices into new urban markets. The markets under consideration for Aloha Poke's first location with REEF are Dallas, Miami, or Atlanta.

As a licensed operator, REEF's team will prepare and serve Aloha Poke's menu of fresh, protein-packed, sashimi-grade fish and mostly raw ingredients which will be available via third-party delivery platforms like UberEats, Grubhub and Doordash. REEF is among the most successful ghost kitchen concepts in the nation, operating out of many of its many 4,500 parking lot locations throughout the country, reaching 70% of North America's urban population. Built on the delivery and quick serve carry-out concept, ghost kitchens are set up in mobile vessels, outfitted to operate as full functioning kitchen and food preparation units.

"Ghost kitchens are an interesting, turnkey solution to bring the Aloha Poke fast casual concept to a larger population of people in the largest urban areas of the country," said Paul Tripodes, VP, Franchise Development, Aloha Poke. "We are excited to work



with REEF and feel this is a great way to introduce our brand to new, urban markets ahead of traditional brick and mortar development while strengthening the Aloha Poke brand, built on serving clean, nutritious, healthy foods sourced through the latest sustainable sourcing practices, into new markets."

Ghost kitchens have gained popularity for a unique build-out model offering restaurant brands a way to bring their food offerings to more people, test market viability, and attract potential brick and mortar franchisees. The mobility and reach offered by ghost kitchen ecosystems enable underutilized real estate, like Reef Kitchen's 4500 parking lot locations, to be tailored toward intro-

ducing diverse food offerings in population-packed neighborhoods. **TR**

**About Aloha Poke Co.:** Proudly serving sustainably sourced superfoods with super cool vibes, Aloha Poke Co. - alohapokeco.com - packs fresh, fast, and tasty bowls filled with quality ingredients blending bold flavors that rethink fast food. Starting as a food stall in downtown Chicago's French Market / Ogilvie Transport Center in 2016, Aloha Poke has grown to 19 franchise locations throughout the Midwest, Southeast, and Mid-Atlantic.

**About REEF:** REEF's mission is to connect the world to your block. They transform underutilized urban spaces into neighborhood hubs that connect people to locally curated goods, services, and experiences. "With an ecosystem of 4,500 locations and a team of 15,000 people, REEF is the largest operator of mobility, logistics hubs, and neighborhood kitchens in the United States. Together we are leveraging the power of proximity to keep our communities moving forward in a sustainable and thoughtful way."

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