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MAGICAL MOMENTS:

Create Them, And YOU Will Shine

by John Tschohl



You have the opportunity every day to create magical moments. Those moments will serve you well. They will mark you as a rising star as you earn the respect of your customers, coworkers, and your managers. In the process, you could also be promoted and earn more money.

To create magical moments, you must be aware of everyone you communicate with and what their needs are. The first magical words you should speak to a customer should be these: “How can I help you?” The first magical words you should speak to a coworker should be these: “Can I help you?”

Those words will open a conversation with—and form a connection to—the person with whom you are speaking. The next step is to actively listen, which will help you identify what you can do to meet their needs.

Let’s look at your customers first. If they have a request (for example, “Where are your snowblowers located?”), don’t just point to a specific aisle. Smile and introduce yourself as you walk with the customer to the location. This tells customers they are important to you and gives you the opportunity to form a connection as you walk to your destination.

If a customer has a complaint, you have an opportunity to shine. Listen to what the customer has to say. Apologize for the problem, even though you didn’t create the situation, and be empathetic. Give the customer your total attention.

Ask them for suggestions on how you can solve their problems, then offer alternative suggestions they might not have considered. Be calm, compassionate, and considerate when dealing with customers who have a complaint. Give them the kind of treatment and service you would

like to receive if you were in their situation.

Now, let’s look at how you can create magic moments with your coworkers. Be a team player. Ask them if they need help and what you can do for them. In the process of doing this, be careful that you don’t insinuate that they aren’t capable of doing what needs to be done. Rather, you might say, “I’ve got some extra time on my hands; is there anything I can do to help you?”

Your coworkers will appreciate the offer of help, and your managers will notice your positive attitude and helpfulness. In the process, you will earn the respect of both groups.

Keep your promises. When your customers and your coworkers can depend on you to deliver what you promise, you will earn both their confidence and their trust. If you say you will complete a task in three days, do it. Or, better yet, complete it in two days. If you are dealing with a customer who has a complaint or needs information that isn’t readily

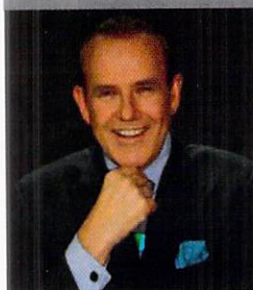
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available, share with him or her when you will have it—and then share it as quickly as possible.

Speed, whether dealing with a customer complaint or helping a coworker, is also critical to providing great service. I caution you, however, not to sacrifice quality for speed. No matter what you do—or who you do it for—make service a priority.

Continuously look for ways to create magical moments. And remember this: Magical moments should always begin with a smile. ◀

JOHN TSCHOHL



John Tschohl, who became a millionaire by age 30, is the founder and president of the Service Quality Institute—the global leader in customer service—with operations in more than 40 countries. He is considered one of the world’s foremost authorities on all aspects of customer service and success and has developed 18 customer service training programs that are used by companies throughout the world. His monthly strategic newsletter is available online at no charge at www.customer-service.com. He can also be reached on Facebook, LinkedIn, and X, formerly known as Twitter.