volunteer to find out. They will appreciate our honesty. When we actually get back to them with the answer, we will win them over.

Commitment:

By staying in touch with our clients, we exhibit a commitment to keeping our clients happy and involved. When we commit to our customers, and to supplying them with the best, they will commit to our products or services. We can show our commitment with an email to let them know about changes in our business and special products we are offering, or by steadily supplying them with information that helps them make better decisions.

Understanding:

Probably the most challenging service to offer is understanding. To fully understand the client's needs, first a company must understand the needs of the target population as well as those of the accessible population. Once a clientele is established, it's time to learn the needs of each client individually.

Some clients will walk in knowing exactly what they want. Others will be seeking ideas. Understanding where each person is coming from will make him or her a return customer. For those clients who know what they want, offer them what they are looking for, and then let them know what else we can offer. We will have met their expectations, but will have also gone out of our way to truly understand their needs. For those clients with only a vague notion of what they want, spend time asking questions and guiding them to a decision with which they feel comfortable. If clients feel understood and have their needs met, they will be lifelong customers.

Customers have the power to make or break a business. If customers enjoy the time spent with our business, they likely become repeat customers and will tell others about their experience. We must remember that clients are people; treating them with respect, understanding, and showing a commitment to their happiness will create an atmosphere where people want to visit.

If there is ever a question of what to offer a customer, we can do one simple thing; think of a good business experience we've had in the past-a company we regularly visit or have referred to friends-and offer that to our clients. If we choose to provide for them, they will choose to come back us.

Coordination in One Direction

Muhammad Tariq
Deputy Manager, HR

If you ask each individual of your team to tell independently what the stop three strategic imperatives are for the team, and then you hear a wide variety of answers from each person so it is a clear sign of mis-communication that your team members are not as closely aligned behind a common vision as they should be. In other words they are lacking coordination in one direction to achieve the target of the team as whole.

When all the team members do not align their efforts behind a compelling vision so there always is a risk that the members of your team will eventually checkout or end up in spinning their own wheels.

Usually when team members are working very hard and as an end result they do not see how has their work contributed to anything larger or special, so they leave it or in other words they become hopeless and quit or leave the job. Because they are in the middle of the way where the can neither satisfy the upper management about their hard work nor they can receive any moral and financial satisfaction for themselves. When work is perceived as having little significance, it is obvious that people disengage and resign themselves to low impact work that requires just enough efforts to pick up or understand.

Sometimes, Instead of leaving the work they spin their wheels. It means that when the team members are toiling and putting their all effort but in result they do not see its effects in the output which is behind the vision of the team so they experience false starts; they have to redo work or discover that others have already done the same work.

In both the cases; leaving the job and spinning the wheel people get tired and lose enthusiasm to go for a same vision.
For a team leader, it is essential responsibility to align the whole team behind the same vision he or she is responsible to facilitate them understand the difference between vision and goals. Because the confusion between the two causes the above mentioned problems of lack of coordination.

A vision is broad term that helps each person see how he or she can contribute. It provides guidelines that help you make daily decisions. It provides a picture of the desired future that you can actually see. It inspires you and your team and touches the hearts and spirits of everyone. On the contrary, goals, once reached, are finished. They are the intermediate milestones you pass on your way toward your vision. They are the signposts that let you know you are moving in the right direction.

Every team members should be given full information and clear understanding of vision of your organization to maximize coordination when they talk to each other or distribute and take different goals to complete. Show them how their work will contribute in the out put which is behind your team's vision. Let them ask you as many as questions as they want, for improving coordination and understanding level.