

# Signature Press



## IMPROVE EMPLOYEE MORAL WITH TRAINING

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*Rental Management*

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The workload for many rental companies has slowed, budgets have been cut and some have had to lay off staff. With these kinds of critical business decision taking center stage, it's easy to overlook the morale of those employees left behind who keep your business going. It's more important than ever to help them remain engaged and motivated, and one way this can be achieved is with a customer service and sales training program.

It's no secret that most employees want to be successful. It's a basic human instinct to consistently try and improve our position in life, and most of us get great satisfaction from a job well done. By offering a training program at your workplace, you will infuse your employees with a shot of self-esteem and help them better connect to the company and its vision.

It is also important to make sure your training program supports the positive environment you want to create. It's important to lead by example, so you and your management team should be highly cognizant of the message you send when asking your employees to change their behaviors. Nothing kills morale and motivation like mixed messages and management that contradicts its own directives.

A comprehensive training program should send your associates three important messages:

**You're investing in their development.** Employees like working for organizations that invest in developing basic

skills that they can use throughout their life. They will appreciate the faith you place in them.

**You're providing the right tools for job success.** No employee wants to fail, but many have absolutely no idea how they're doing on a daily basis. By making your expectations clear and giving employees the tools to succeed, you make it easy for them to know whether or not they're doing a great job.

**You view them as valuable team members.** A well-structured training solution – especially if tied to an incentive or commission program – sends a direct message that you appreciate the hard work of your employees. Whether it's verbal, monetary or otherwise, recognition is priceless. By having an objective measurement system in place, such as mystery shopping, you can easily monitor improvements in customer service and sales skills, and reward accordingly.

If you continually struggle with how to boost employee morale, perhaps it's time to consider a training program that empowers your employees to positively impact your customers and ultimately your bottom line.