



OhioFBE

Celebrating Ohio's Women Owned Businesses

February 1, 2017

Published by The 912 Group, Ltd.

Ronda Watson Barber —

Publisher/Editor-in-Chief

Volume 1—No. 3

Business Profile: Dehan Enterprises

Dehan Enterprises is a full serviced, all lines insurance agency, serving hundreds of families and businesses. Established in 1998, the company has industry knowledge and experience in property and casualty lines, commercial insurance, employee benefits and personal financial planning. We are committed to building solid relationships with clients through practical risk management and superior customer service.



Sandra Moody Gresham

Key Personnel

Sandra Moody Gresham, LUTCF, CLTC, CPIA, Principal and Founder has been an insurance professional for more than thirty years. She is credentialed as a Life Underwriter Training Council Fellow, a Certified Long Term Care Specialist and Certified Professional Insurance Agent. She currently serves as Adjunct Professor of Finance and Risk Management at Franklin University in Columbus, Ohio and President, of the Columbus Association of Health Underwriters.

She has earned numerous awards including, the US Small Business Administration's Minority Small Business of the Year (2014), Ohio Governor Strickland's Keys to Business Success Award (2007), Ohio Health Underwriters Community Service Award (2015) amongst many others.

They provide services to: Columbus Metropolitan Library; Columbus Public Schools; Center for Healthy Families; East Fifth & Sunbury Road Partnership and Ohio Minority Supplier Development Council.

Contact Dehan Enterprises at:
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info@dehaninsurance.com



Woven Women - Cindy Stiverson (center) recently visited several African counties as a part of her ministry Woven Women. In addition to her ministry, Cindy and her group provided panties and sanitary products to young women to enable them to attend school full time.

Two years ago, she met Joy (on the right). Joy shared her catering business idea with Cindy. An investment was made through Woven. Cindy reports, "God has blessed that seed money. Joy and her sister Miriam have opened a restaurant!"

More information on the Woven Women ministry can be found online at <http://www.wearewovenwomen.com/>

ohiofbe.com

Got some business news to share? Send it to news@OhioMBE.com. It may appear in an upcoming issue of OhioFBE or OhioMBE.



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Five tips for stellar customer service

If you attended a party where the host snarled at you, reluctantly offered you a drink, looked past you to greet someone deemed more important and basically couldn't wait until you left—chances are you would leave, slamming the door behind you.

Unfortunately, that's the experience many of us receive today. We're not treated as a valued customer—a guest—to be respected. Rather, we're a nuisance to be endured—we're the blaring car alarm when they're trying to sleep. In the business world, customer service has become a dirty phrase.

In my experience as CEO of a large digital marketing company and board member to others, companies too focused on new business risk ignoring, alienating, and then losing the clients and business they already have. Customers that are taken for granted soon leave, and business suffers.

Here are five key rules I follow and expect of all my people in my organization(s) to follow, and I hope they'll unlock the door to your greater success:

- **USE THE RIGHT TERM.** First, I don't call people clients, or even customers. At my companies we refer to them as "guests," and we are their host. We are always happy to see them and strive to make their time with each of us a great experience.
- **ANTICIPATE NEEDS.** A great waiter knows when to refill your glass or bring the check, just as a great company anticipates what their guests need, often before they know it themselves.
- **GIVE RESPECT.** It costs nothing to be courteous, but you can pay dearly if you aren't.
- **TREAT EVERYONE LIKE A VIP.** "There's only one boss," Sam Walton once said, "the customer. He can fire everybody from the chairman on down simply by spending his money elsewhere."
- **SHOW IMMEDIATE ACTION AND SOLUTIONS, NOT BLAME.** Sometimes things mess up, but apologies, which matter, mean nothing if they aren't followed by action. Well done is better than well said.

In short, providing great guest experience isn't its own department. At my companies, it's everybody's job. As Henry Ford said: "A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large."

Source: <http://bit.ly/2jr2RVc>

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www.wbco.org

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