

16 February 2024

To: Instructors, Competitors, Performers, Event Directors, Adjudicators, Scrutineers, Coaches, Studio Owners, Organization Executives and Dancers from twelve countries

Re: Customer Service - Ballroom; From a recent customer service experience of intense evaluation, communication and resolution, the following points stood out. I framed them for our industry and wanted to share.

Dancing is a business which involves a significant amount of money, time, energy and interaction. Let's

- T** Be **Truthful**; personal or professional, things always come to light.
Be **Thankful**; you can serve (teach) others doing something you enjoy.
- R** Be **Respectful**; regardless of customer's age, education, or economics.
Be **Resourceful**; draw on your own skills while learning from others.
- U** Be **Understanding**; you are or have been a customer/student, too.
Be **Useful**; to others to serve the customer.
- T** Be **Tenacious**; don't give up even if results don't immediately surface.
Be **Team player**; gathering input from others increases your effectiveness.
- H** Be **Happy**; it will energize learning processes, for you and the student.
Be **Humble**; a secure self-image enables you to be open to all options.

No matter your title or age, seek to grow as you continue to serve.

Respectfully,

Martha A. Harper
Masters in Education, Instructional Leadership
Pro-Am Ballroom, Latin, Smooth, Rhythm - 26 yrs.
Amberibis.com

