

NOVEMBER 2020

# MAKOTEK NEWS

Official Newsletter of Makotek Inc.



## MONTH STORIES

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**05** Top Photos

**06** Understanding  
Unconscious Bias

Me on Thanksgiving vs. me on Black Friday



*Happy Thanksgiving!*

*Nov. 26, 2020*

Have something important to share? Email us photos, announcements, etc. and we will feature it on social media! Email us at [MakotekSocial@gmail.com](mailto:MakotekSocial@gmail.com)

# MANAGER'S COLUMN

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## HOW TO KEEP THE CONVERSATION GOING WHEN THE CUSTOMER SAYS NO

by Mark Dodd, GM Syracuse, NY

When interacting with customers, we often do not get the outcome we want right away. Many customers say no or offer objections.

Some examples of these objections are: "I'm not at home right now", or "I will take the equipment in myself", or even "I was going to pay that next Friday".

Though the customer may offer an objection, this does not have to be the end of the conversation. In fact, what the customer may be saying is they prefer to move forward in a way that is different from what you suggested (or what they perceive you suggested). They are not necessarily saying that they cannot pay.

So, instead of taking this as a final answer, redirect and asking the customer follow-up questions. You can offer an alternative such as "When is a good time? I work till 9pm tonight." Or consider mentioning the wait they would encounter if they return equipment to the office and that returning it to you instead saves them time.

Offering different payment methods or amounts for those customers who don't want to pay is another great way to keep the conversation going. Resolving an account in the moment rather than making an unnecessary appointment get you paid right now AND frees you up to follow up on attempts made earlier in the day. This opens you up to more work and positions you to add to your paycheck!

**"Positivity, confidence, and persistence are key in life, so never give up on yourself."**



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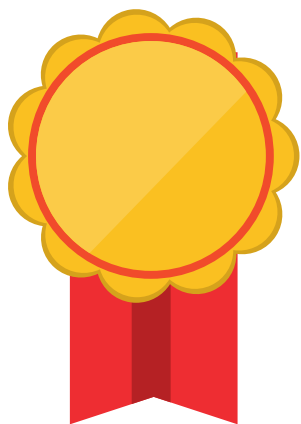
# MOST IMPROVED SYSTEM

## CENTRAL NEW YORK



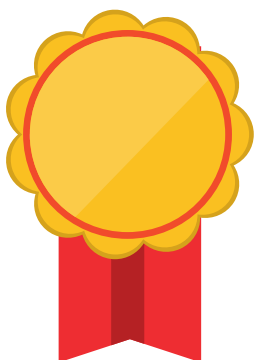
Being recognized for our perseverance and results by our peers is a lot to be excited about. To be recognized in consecutive months is nothing short of inspiring. We take a lot of pride in what we do and relish the fun that comes with it. Having a system enriched with strong leaders and talented team members will continue to allow us to do great things regardless the daily challenges that may face us!

~ Mark Dodd, Brandon Sookrah, GMs



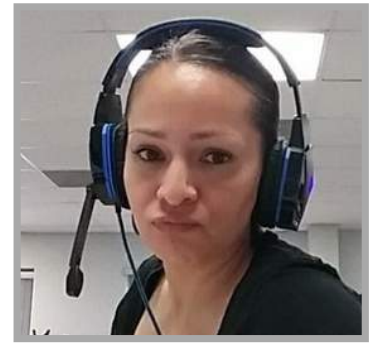
*The rankings include all techs with a ranking based on a combination of saves, money collected, disconnects, equipment recovered, and hours worked. Awards go to the Top Tech, in each of three regions. Please review the list and let your managers know any feedback to improve future rankings. The standard has been set and everyone can look forward to new challengers next month.*

# EMPLOYEES OF THE MONTH



**CPE COLLECTIONS - JAWONTEE OLDS  
CHARLOTTE, NC**

Jawontee Olds has earned this award many times. He helps train new hires and he is persistent and works diligently no matter the situation. I applaud him for his dedication in succeeding each week, collecting more equipment than most. Great work!  
~Bill Sturman, GM



**CALL CENTER - MARIA CRUZ, LONGWOOD,  
FL**

Maria is a back to back winner. Her success is a product of great work ethic and efficiency with her daily work task. Maria instills superior customer service skills and great knowledge of Makotek's service's that we provide. Congratulations Maria!  
~Steve Dilly GM



**MIDWEST - GLENN FULLERTON  
CLEVELAND, OH**

Glenn Fullerton is back on top of the rankings again. This is Glenn's 5th Top tech award overall. His hard work and dedication to saving customers and collecting equipment shows week in and week out. Glenn's work ethic is one for all to follow. Keep up the great work Glenn.  
~ Tim Dodd, GM



**FL & NYC - JUSTIN ABBOTT,  
CLEARWATER, FL**

Justin continues to impress! He has proven the ability to perform under the difficult circumstances that we have been facing. With work being lower than normal and the pandemic causing heartache with in our country Justin still continues to out preform expectations.  
~Donnie Berry, GM



**EAST - KEVIN MEAGHER, ROCHESTER, NY**

Kevin has been with Makotek almost 5 years. He is a multiple tech of the month award winner. He always tries to be the best employee in the office. This month he exceeded all expectations and this award is proof of his hard work. Good job Kevin!  
~Darryl Marquart, GM







# Top Posts!

FROM MAKOTEK SOCIAL MEDIA



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# UNDERSTANDING UNCONSCIOUS BIAS


## WHAT IS UNCONSCIOUS BIAS?

It is the **BRAIN** making judgements and decisions quickly



Sometimes called **IMPLICIT BIAS**

It happens without us being aware



## IT IS INFLUENCED BY

Stereotypes  
**Socialisation**  
**Culture**  
**Media**  
**Friends**  
 Family

## ITS IMPACT

It **IMPACTS** on how we value, group, treat and engage with people every day



## A FEW EXAMPLES OF UNCONSCIOUS BIAS

(because there are too many to list)

### AFFINITY BIAS

Preference for people who are like me



### CONFIRMATION BIAS



More likely to look for information that confirms our own ideas. Ignore information that doesn't.



### GROUP THINK

Making decisions to keep group harmony and avoid conflict

## STRATEGIES TO REDUCE EFFECT OF UNCONSCIOUS BIAS



Challenge stereotypes



Notice in others



Be aware of own



Look for alternative points of view



Spend time with people different to yourself



Challenge assumptions  
 Challenge traditions