

The Family Letter

A service of Banther Family Advisors

"Helping families work together in business and live together in harmony."

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Welcome from Banther Family Advisors

It's been a little while since the last issue of The Family Letter from Barry Banther and Banther Family Advisors and we are excited that we could reintroduce this resource to our client families. We hope you enjoy our new format.

It is our goal to help families work together in business and live together in harmony. Our unique seven step process has helped families just like yours to establish timeless and lasting values, essential in building a strong and enduring foundation that will guide the generations to come.

As we strive to serve you and your family, please let us know if there is an issue of interest to you and your family that you'd like us to address. We look forward to helping you balance work and family during 2010!

Bringing Customer Service Home

by Barry Banther, Senior Family Advisor

Have you seen the sign in the antique stores that reads, "If you break it, you buy it!"? I can understand the point, however, I recently encountered another store philosophy about ownership.

During a recent visit to North Carolina, I was in a specialty retail store looking for a pair of ski pants for a guest that was visiting with me. Unfortunately, the store did not have the size I needed. Before I could leave, the clerk replied, "You can't leave, we haven't solved your problem." She then proceeded to look in the back through some new merchandise. After several minutes she concluded they didn't have them.

But she didn't stop there. She called a sister store in another town, again to no avail. By this time I was impressed at the level of service but resigned to the fact that our guest would be disappointed. Then the clerk said, "I am going to Charlotte tonight and I can pick them up at the warehouse and have them here for you by noon tomorrow, will that work?"

I was so encouraged by her attitude the next day I spoke with the storeowner and asked how he found someone as helpful as this employee. That's when I discovered their secret. He told me how employees were trained to consider every customer problem as their own problem. Furthermore, he has taught his associates that the customer cannot leave the store with an unresolved issue!

What about your family? Do the issues you may be facing with them get put off until the next day—the next week—or rarely addressed? Do you ever consider their problems as your own? Why not begin to view every issue your family or a specific family member is facing as an opportunity to do the unexpected—an opportunity to show them you are committed to helping them.

As the store clerk demonstrated, my problem became hers; she made customer service a personal problem that extended past 5 o'clock closing. Make your family's issues your own. The issue may not get solved immediately, but your family will still sense that you have done something extraordinary. You've bought their problem as your own. They'll appreciate your attention and your effort!

Family Vacation Planning

by Ruth Banther, Family Services Manager

It's that time of year again! Time to begin planning your annual family vacation. I'll be the first to admit that the planning part can be a daunting process, especially if your family is as large and spread out as mine. Here are few

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Barry Banther is a sought after family advisor, business consultant, and inspirational speaker. This body of work has earned him the highest accreditation from the Institute of Management Consultants as a Certified Management Consultant and from the National Speakers Association as a Certified Speaking Professional. He is one of less than 50 professionals worldwide to hold both designations.

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ideas to make the planning part a little easier:

- Plan in advance; give everyone plenty of time to clear their schedules and make travel arrangements.
- Choose a location that everyone can enjoy.
- Keep in mind that your family members will have different budgets, so have options that can work for any budget.
- Be time conscious; don't make the vacation too long. A week is generally a good time period especially if it spans a weekend.

A vacation option that has worked for other families is to rent a vacation home with space to accommodate your entire family. Sharing the cost of the rental can be an excellent way to meet everyone's budget needs. Apart from privately owned and rented vacation homes, many hotels and resorts offer condos and villas that provide the comfort of a home-like experience with an exotic location.

Now, after considering this list of planning tips and suggestions, you might be wondering if it's really worth all the trouble. Yes, it is! We all have busy lives and it can be so easy to put off taking time off from work and the many other day-to-day commitments that fill up our lives, but you won't regret making the family vacation a priority. If family vacations haven't been possible in the past, make this year the perfect opportunity to show your family what you really value.

As a client family of Banther Family Advisors, we offer travel and vacation research and assistance for you and your family. Please give me a call or email me; my contact information is listed below. I look forward to helping you plan this year's family vacation.

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Recommended Resource

Dream Family Vacation Planning Survival Guide (Volume 1)
(Michele, Dr. Joseph CreateSpace; paperback, September 3, 2009, 124pp)

A hands-on guide to planning and organizing your family's dream vacation. "The Dream Family Vacation Planning Survival Guide will guide the "Family Leader" through the process of planning the perfect family vacation. During the process, the family will gain deep, meaningful communication and relationship skills that will last a lifetime." To get your copy today, call or email Ruth at: 727-946-6848 or ruth@barrybanther.com

For additional information on The Family Letter or Banther Family Advisors, please contact Ruth Banther:
ruth@barrybanther.com or by calling: 727-946-6848.

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Ruth Banther

Family Services Manager:

A graduate of Hillsdale College, Ruth has experience in both the public and private sector; she has worked for several families who balanced prominent leadership roles with the demands of young families. As Family Services Manager she provides resource and communication support to our client families.

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