



Picture  
Framers  
GUILD

NEWSLETTER

NOVEMBER 1996

**BUILDING TRUST WITH YOUR INTERNAL CLIENTS** by W. Franklin Graham

*This is the 3rd and Final Article in the Series*

In my last article I commented on a customer satisfaction survey in which 68% of customers and clients that ceased doing business with a company did so because they felt ignored. Increasingly customer service is getting more attention to avoid this. Is the external customer who purchases your product/service your only customer?

In a total quality environment, your internal clients can be ignored just as easy. In an organization, these are your associates, staff, vendors and others with whom you are interdependent for the organization's desired results. If you are self employed with no employees, internal clients are your referral partners, advisory board members and fellow members of your community service clubs and associations.

How do you want to treat each other? What type of relationships do you want to build? For your business or organization to thrive, there is probably no concept more important than trust. How can you strengthen trust relationships between you and your internal customers? How can you create a working environment based on mutual trust? The following quiz can help.

*First, identify your internal clients.*

*Second, rate yourself on the following scale:*

1 = I never do this - I don't even have a clue why I would! I'm an important person with an advanced degree. I'm not paid to bother with this airy fairy stuff.

2 = I might do this occasionally but it is a very rare occurrence. I believe in the survival of the fittest. I'm a competitor. Besides, you can't really trust anyone but yourself.

3 = I do this occasionally - when I remember or when I feel it will get someone off my back. I'd really like to think this trust stuff might work.

4 = I do this almost all the time. I feel it's important and I am quite comfortable and competent with the process.

5 = I do this all the time. It is part of our internal procedures. I have this one wired, I am completely, consciously competent. I

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**NOVEMBER 12 MEETING AT LARSON-JUHL SEATTLE WAREHOUSE**

Just in time for the busy Holiday season! The popular Round Table format on **SMART FRAMING!** Learn and share ideas and methods for doing it better in less time!

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**FRAME DAME STAFF WINS BOTH FIRST PLACE AND POPULAR CHOICE AT NATIONAL PPFA PRINT FRAMING COMPETITION**

Once again, the Pacific Northwest leads the way in framing competition, this time by Sue Bye, CPF, and Mary McAlhany, CPF, of The Frame Dame, in Silverdale, Washington. Their entry into the Print Framing Competition took both top honors, plus a cash prize of \$1,500!

Selection of Sue and her staff for the awards should come as no surprise, since they have placed well in the last five competitions. Sue reports that although Mary did most of the design and construction, it was a true team effort by all the staff.

For more information on these winners, see the upcoming issues of Decor and Picture Framing Magazines, probably the December issues.

Congratulations Sue and staff! Well done, and we look forward to next year, and a challenge to the rest of us to follow your lead!

**OCTOBER'S CHAPTER MEETING ON INSURANCE GENERATES INTEREST IN GROUP COVERAGES; EPFG BOARD TO STUDY POSSIBILITIES**

Responses to outstanding presentations by guest speakers Karen Beck and Tom Raley on both health insurance and general business insurance reinforced the EPFG Board's interest in setting up EPFG-sponsored plans for members.

There has been prior discussions of a group medical plan, and now, future discussions will include general business insurance coverage options as well. Judging from audience reactions to

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information presented, there appears to be a definite need for cost-effective insurance coverages in both areas, especially for coverages that relate to the specific needs of framers and galleries.

Karen took us through the changes that have occurred in the individual and group health insurance market in Washington State in the last couple of years, and how these changes have affected small businesses. She also gave us good insight into how these changes have increased insurance costs, and decreased competition in the state.


Tom led us through general coverages available to small businesses, and what to expect from the typical plan. He reviewed the broad form and the special form types of policies, and how these differed in application.

A key concern from those present was the coverages available for property of others while being worked on in the shop, which led to a number of horror stories. At best, there was a lot of question and concern about the individual coverages people have.

Both presenters pointed out that coop plans could do a better job of providing industry-specific coverages, and at a lower cost to the individual, a view that was supported by subsequent conversations with other industry representatives.

This promises to be an interesting Board undertaking, with some potentially positive benefits for all members. Stay tuned- and please share any knowledge or thoughts you may have on the subject. The next EPFG Board meeting is Tuesday, November 26.

*HAPPY THANKSGIVING DAY!*



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**EPFG LIBRARY SELECTIONS**

**BOOKS**

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Framers guide to Japanese papers  
Picture Framing - Kistler I  
Mat cutting- Kistler II  
Needlework- Kistler III  
Business Forms  
Conservation Framing  
Easy to build object box  
Frames & framing  
PPFA Guild: Guidelines for framing works of art on Paper  
Guidelines for framing works of art on Canvas  
Mounting, lamination, and texturizing  
Matting & hinging  
Marbling  
Art of showing art  
Beginners Guide to Faux Finishes  
Guerrilla marketing  
How to care for works of art  
How to sell framing  
Life of a photo  
The Gilder's Manual  
Practical Gilding

**VIDEOS**

Traditional gilding  
Basics of matcutting/decorating  
Basics of picture framing  
Color selection in matting  
Conservation framing - Bowen  
Framing needlework  
French mats & inlaid mats  
Conservation framing needleart  
Conservation framing - Kistler  
Recognizing Graphic Art Techniques- FACTS

**GILDING TOOLS** -Gilder's pad, tip, & knife  
Check out this basic set of gilding tools, along with the new books on gilding and develop your gilding skills!

These resources are available to members simply for the asking! Contact **EPFG Librarian, Allan Lamb**, to arrange pickup, or pick them up at a monthly meeting.

**ALLAN LAMB, CPF**  
Lamb Cottage Gallery, Lynnwood  
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**HELP US GET OUT THE MAIL!**

If your address needs changing, or If you know of someone that should be getting the EPFG Newsletter-

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**We want to reach everyone in the Picture Framing Business!**

**PPFA OR EPFG Membership not Required to receive this Newsletter**

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am "in the zone."

*Third, amplify your response by noting:*

- What you currently do.
- How you know: (How do you measure it? Where is your data?)
- What you want to do (why I want to change, the specific action steps you will take and when).
- How you will measure the change.

1. Do you stand behind your promises and actions?
2. Do you make only promises you can keep?
3. Do you do everything you can to keep the commitments you make?
4. If you can't keep a promise, do you let internal clients know?
5. Do you respond when you say you will, even if you don't have the information your internal client is expecting yet?
6. Are you receptive to new ideas, regardless of where they come from?
7. Do you share information and mentor internal clients unselfishly?
8. Do you put your internal clients interests ahead of your own and make recommendations that are in the best interest of all concerned?
9. Do you continually give credit where it is due?
10. Do you take personal risk for the sake of your internal clients?
11. Would you go so far as to recommend a competitor or colleague when there's a need you can't satisfy?
12. Do you create an environment of mutual accountability between you and your internal clients for your behavior and decisions?
13. Do you look for ways to actively promote your internal clients?
14. Do you continually look for ways to enhance your internal clients profitability and productivity?
15. Do you acknowledge your referral partners when they refer you and keep them advised of the progress and ultimate disposition of the referral?
16. When referred to a referral partner's client, do you do everything possible to support their primary position with their client?

What did you learn about yourself as a result of this exercise?  
What are your next action steps?

Finally, describe the specific areas of support that will be critical in creating and retaining trust relationships with your internal clients and referral partners.

The creation of new, positive and supportive relationships can begin with you!

Frank Graham is founder and director of Strategic Marketing Institute. For over 25 years, Frank has helped his clients to exceed their sales goals by building effective relationships, and offers workshops in strategic business development, marketing, selling, and quality management. He can be reached at (206) 742-1537. *All rights reserved*



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1996

**January**

Tuesday, Jan 9 7:30 pm  
CHAPTER MEETING  
Dimensions  
Gallery & Framery  
206 105th Avenue NE  
Bellevue (206)455-0607

Jan 30- EPFG Board Meeting

**February**

Tuesday, Feb 13 7:30 pm  
CHAPTER MEETING  
The Frame Makers  
6724 W 19th Street  
Tacoma (206)564-2320

**March**

Tuesday, Mar 12 7:30 pm  
CHAPTER MEETING  
Backstreet Frame & Art  
10240 Main Street  
Bellevue (206)455-9442

Mar 26- EPFG Board Meeting

**April**

EDUCATION  
PROGRAM AND  
BANQUET  
Sunday, April 21  
DOUBLETREE INN,  
TUKWILA

**May**

Tuesday, May 14 7:30 pm  
CHAPTER MEETING  
ANNABELS FRAMING  
AND GALLERY  
2531 Broadway Avenue  
Bellingham (206)258-6402  
Fillet Roundtable  
May 28- EPFG Board Meeting

**June**

Tuesday, June 11 7:30 pm  
CHAPTER MEETING  
STUDIO MOULDING  
8214-B S 192nd Street  
Kent (206)656-2940  
Faux Finishes

**July**

Tuesday, July 9 7:30 pm  
CHAPTER MEETING  
FRAME DESIGN NORTHWEST  
1420 NW Gilman Blvd  
Issaquah (206)392-9727  
Business Relationships

July 30- EPFG Board Meeting

**August**

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**September**

Tuesday, Sept 10 7:30 pm  
CHAPTER MEETING  
RAINDROPS GALLERY  
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Merchandising/Marketing

Sept 24- EPFG Board Meeting

**October**

Tuesday, Oct 8 7:30 pm  
CHAPTER MEETING  
Dimensions Gallery & Framery  
206 105th Avenue NE  
Bellevue (206)455-0607  
Insurance - Business & Benefits

**November**

Tuesday, Nov 12 7:30 pm  
CHAPTER MEETING  
Larson-Juhl  
Seattle Warehouse  
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Smart Framing

Nov 26- EPFG Board Meeting

**December**

**NO MEETING**



Happy  
Holidays

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