

## WE CAN HEAR YOU SMILING

By Melissa Barlock and Timothy A. Brown

### PART 1

At ROI Corporation, we have been blessed with a wonderful greeter/receptionist who has been with us for almost two years. Her name is Harleen.

When you call the ROI Corp. office, **you can hear her smiling.**

This is not the case for every business.

Recently, I called a car dealer to arrange a vehicle service. The woman on the other end was obviously in a rush – she was short, spoke very quickly, and when asked for the service extension, she told me to “hang on” and I was transferred. I could certainly NOT hear her smiling!



**This dealership is a bespoke company with a miserable receptionist!**

In comparison, Harleen is full of energy and enthusiasm, and ROI clients often comment on her positive, cheerful telephone demeanor.

When you call a service provider and hear someone smiling on the other end, you want to talk to them, you are not afraid to call that provider, and you are more likely to enjoy doing business with them.

I am sure you know what I mean. We have all called medical, dental, legal and accounting offices that have unfriendly receptionists.

They do not sound like they are smiling.

Perhaps they are under duress? Maybe it's a busy day? Maybe they are not happy with their job? There are many reasons why a person may sound unhappy, and we can never identify the reason for each individual case.

**Remember – toxic employees drag everyone down to their level.**

If we call your dental office, would we hear someone smiling?

This is about collaboration, enthusiasm and creating an office culture that people want to be part of – a workplace full of employees who love their jobs. You are the leader and you set the tone of the culture every day.

It is our job as leaders to inspire employees and ensure they are happy in their roles. If they are not smiling when they answer the phone, your customers will know.

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## PART 2: By Melissa Barlock

In dental practices, front-line staff represent the company's face and voice. Harleen, the vibrant greeter/receptionist at ROI Corporation, showcases how positive energy influences the client experience. What contributes to this positivity, and how can businesses cultivate a similar atmosphere? Here are some key factors:

- **Leaders shape workplace culture:** Harleen's cheerfulness reflects leadership's commitment to a positive atmosphere, countering negative impressions left by unfriendly receptionists.
- **Employee Engagement:** Happy employees create happy workplaces. Leaders engaging with team members foster an enjoyable work environment.
- **Open Communication Channels:** Establishing open communication is crucial. Regular check-ins and addressing concerns proactively foster a sense of being valued and heard.
- **Training and Development:** Ongoing opportunities enhance skills and boost job satisfaction, leading to enthusiasm and a cheerful outlook.
- **Addressing Toxicity:** Identifying and addressing toxic behavior promptly is essential. Encouraging a positive team spirit mitigates negativity.
- **Celebrating Successes:** Recognizing achievements contributes to a positive work place culture. Acknowledging challenging work boosts morale.
- **Employee Well-being:** Prioritizing well-being includes addressing work-life balance and providing mental health resources.

Leaders set the tone. Prioritizing employee well-being, open communication, and a positive culture creates an environment where every team member brings their best selves to work. A smiling voice on the phone reflects a thriving workplace culture. Leaders should consistently ask,

**"Are my employees smiling when they answer the phone?"**

### Melissa's Bio

Melissa Barlock, Founder and CEO of Enspire Dental Opportunities, a leading dental recruitment company in Canada, is also an accomplished Amazon Best Selling author with two books, "The Dental Edge: Attract, Engage & Retain Top Talent" and "The Dental Edge: Stand Out & Create a Thriving Career You Love." Beyond her leadership role, Melissa is a global speaker and trainer, specializing in equipping dental professionals with strategies for attracting top talent and fostering a winning culture.

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