



AXIM

FRINGE SOLUTIONS GROUP, LLC
GLOBAL STRATEGIES GROUP, LLC



Benefit Services Core Philosophy

Watch *C.H.E.F vs C.O.O.K video* and complete the tasks below: [C.H.E.F. vs C.O.O.K.](#)

- Which “C.H.E.F.” attribute(s) do you relate to?
- Which “C.O.O.K.” attribute makes you the angriest when a service person does that to you and why?
- Can you identify a time in customer service where you wish the representative would have acted in this manner?
- Now that you know our expectations, can you think of a time in which you would have done things differently?
- What is your strength in our new philosophy?
- Which item will require the most growth?

Be a **C.H.E.F.** not a **C.O.O.K**

Clear
Humble
Everything-speaks
Flexible



Callous
Oblivious
Obstinate
Know-it-all

