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GETTING IT FOR FREE

There's something enticing about "free" and I admit to being addicted to completing surveys in order to get significant discounts, special offers and free products. Over the course of the past several years I've received items such as teeth whitening strips, hand lotion, baby wipes, automatic dishwasher capsules and trial size bottles of mouthwash.

And then there are coupons. Take this evening, for example. We dined at our local fast food outlet and noted an offer on the back of the receipt promising a free side salad or fries and a soft drink with the purchase of a sandwich... if a survey was completed. I slipped the paper into my purse. A group of young people at a nearby table weren't so observant or interested and they left their receipts on the floor where they had fallen. Strictly in the name of tidiness, of course, I picked them up and entered one in as a valid survey response. Next Sunday night's meal will cost us a few dollars less!

Not only do I value rewards offered in exchange for a few minutes of my time, much of my company's work involves the use of information gathered through surveys. By tallying and analyzing input from respondents, we prepare studies and reports for clients. Where many people find these things annoying, I recognize the importance of client or customer feedback and I truly enjoy participating.

Giving feedback and getting it, however, are two different things. While it may be worth the effort to provide comments and critique the service offered by others, being willing to receive counsel, and especially personal criticism, is often much harder to do. It helps when it quits hurting, though!

"Strike a scoffer, and the simple will learn prudence; reprove a man of understanding, and he will increase in knowledge." Proverbs 19:25 (Amplified)