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## **HAVE A NICE DAY**

Our national marriage to “Have a nice day” should be reconsidered, revoked and then, divorced – permanently.

Indeed, the extension to “Have a nice day” has become, “Have a nice weekend”. Soon it may become “Have a nice month” or “Have a nice .....”: here please feel a lack of freedom to insert whatever time-frame, event, or experience you wish.

I believe this worn-out, thoughtless, and very stale cliché is hurting our country from many aspects. The overwhelming use of this phrase has long-since reached a point where it has no quality, expression or meaning. It is long past it’s ‘sell-by’ date and needs disposition in a similar manner as our disposition of some of the scientific projects lodged in our refrigerators after a month or two.

The other day I was leaving an office when the well-groomed, well-mannered, well-spoken and well-versed lady enunciated the dreaded statement. “Have a nice day,” she said cheerily. “Thank you,” was all I could say through teeth that by now contained icicles and wouldn’t allow any further chatter. So I decided to go to the store for some ice-cream to calm the pounding in my head and to forgive the dreaded enunciation.

I left the store with a small tub of ice-cream. That was a mistake. I should have bought the largest tub in the store and gorged my face for the remainder of the day on the stuff. Why? Because the store teller, bagger and manager all told me to, “Have a nice day” as I tried to hasten out the door before the dreaded words rung in my ears. Too late! Strangling all three people was out of the question as the prospect of spending the next forty years behind bars in an orange jump suit was even more unappealing.

And, so many emails arrive now with “Have a nice day”, “Have a nice weekend” or “Have a nice afternoon” etc. at the end of the message that I’m wondering if the entire U.S. is filled with a bunch of robots.

That last statement is said partially in jest. However, I am constantly asked by people from overseas why “everybody” in this country says the same thing and almost all in a uniform tone of voice, whilst frequently not even looking at the person to whom they are talking, straight in the eye. That’s the perception; and we all know that perception is often reality.

I’m not sure if companies actually encourage their employees to use this phrase or if it is, in fact, so ingrained in our collective psyche, that we simply use it in the thoughtless, careless and blasé way that it rings in one’s ears. I doubt that companies encourage en masse the use of this phrase, or variations of it. Maybe they do.

For companies who do a substantial amount of their business overseas my non-too-scientific research has shown that most people are disconnected by it. Disconnection from clients, or prospective clients, is to be avoided. This also applies to the tourism industry where, in Florida, we are so incredibly dependent upon a huge influx of people from overseas to maintain our economy.

I recommend that if you have any dealings with overseas clients that you re-educate your staff in many forms of greeting or farewell because it may very well end up that they will ignore you and your product or service.

That's it, so Cheerio!