



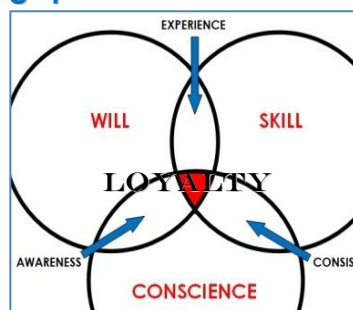
Well, the wait is over. Counting down the top traits to have in your pursuit of excellence, it's time to reveal the No1. Many of you who've written have guessed it. Thank you for your interest. It's ironic that the qualities you exhibited to predict the answer, actually means you possess it already. Possession is 9/10th of the law they say but the other 1/10th is the strategic use of it to ensure its reciprocated. It assures your reputation when you show it, it assures your longevity when you get it back. It's vital to leadership, friendship, relationships and all the other 'ships' - it's

LOYALTY

THE ONLY PERSON I EVER DISMISSED WAS DISLOYAL TO OUR TEAM AND BRAND. ALTERNATELY, THE CONSISTENT DEMONSTRATION OF LOYALTY WAS MY CHIEF CRITERIA FOR PROMOTION

Most of our leading brands promote processes that champion customer loyalty. "Guests" instead of customers is the new buzz word and the reason makes sense. It's cheaper to keep a customer than it is to find one. The challenge is; there's not much point in spending quantum amounts of marketing money to attract leads if they aren't converted and retained.

As a trait, loyalty sits plum in the middle of our excellence model. It takes **WILL** to show it and it needs to be conscious to monitor the affect, thus **AWARENESS** plays a part. **CONSCIENCE** takes judgement out of the equation as loyalty requires understanding. It needs to be **CONSISTENT** because the moment it isn't it becomes the opposite of loyalty. **SKILL** ensures that loyalty protocols create U.S.P's and create desired results. **EXPERIENCE** allows for understanding why these things are desirable. When you know why something works or doesn't, you can either recreate the behaviours that make them work more often, or interrupt the behaviours that make them fail and lessen the impact. Here's some tips.....



LEADERS: When your team knows without reservation that they are your priority, they will be loyal. They'll have your back, guard your sides and provide a front that mirrors your character, your behaviour and your business agenda. How do you show it? 1. You need to be the shock absorber between them and the execs. When there is heat from the boardroom, you need to cop it. Don't handball it on with threatening memos and crisis meetings. 2. Take the blame - it's your fault anyway. Pass on the kudos. You got the job but it's their success that will keep it for you. 3. Be proactively friendly at all times. Is your team friendly? They are if you are. This causes happiness and that causes loyalty. 4. Morale can be destroyed by bad meetings or meetings for meetings' sake. Start with a positive, get the bad stuff over with in the middle and finish with a positive and don't use meetings to belittle or threaten. Maybe try championing someone's effort. 5. Reward efforts that result in client loyalty. Perhaps double commission on a self-generated sale or a bonus on a 100% score for a mystery shop survey. 6. Audit your databases for quality data (intel) rather than just bulk data (info). The more comprehensive the data, the more versatile the follow up and the longer lasting the relationship. Don't 'qualify' customers - if they're breathing, they're in. Qualify job applications instead. Better to be under staffed than wrongly staffed - so be choosy. If the resume is glowing, you need to find out why they didn't stay put. 7. Be consistent, Tough is fine but consistent is fair. Fairness = loyalty. 8. Watch out for 'kingdom builders'. They'll factionalise your team and cause dissention. 9. Have a great working relationship with your HR people. It's a minefield out there.

EVERYONE ELSE: The toughest job a Representative coach has is to meld a squad into a cohesive unit. All year, the players have been rivals - often with personal grudges but for maybe 3 matches, they're expected to bleed for each other, cover each other when the other bleeds and smash opponents who are often team mates the rest of the season! Those bonding camps rally diverse individuals into like-minded brothers or sisters and they do it under the banner of the Guernsey. It's no different at work. Your rivals aren't always at other dealerships or companies - they're sitting across the office from you. Diversity is good but division isn't. How do you make this happen? 1. Don't be known as a rumour-monger or a whiner and stay away from people who are. They're raining on your parade because they don't have one of their own. Watch out for the 'if it isn't broken why fix it' brigade. No entrepreneurs in that lot! 2. If you're talking about someone, pretend they're standing behind you. 3. If you're a team player, it means you often sacrifice for the good of the department. A small sacrifice can prove massively beneficial when it's something that typifies your reputation. Call it professional karma. 4. Referral and repeat business should be your goal. Relying on first time inquiry goes to heck if the economy changes. So ensure you are managing accounts, be the go to guy and learn all you can to earn all you can. "I know my rights" is the call of the guilty. Try to remember your responsibilities and acknowledge that no individual is more important than the team. If you aspire to lead, this attitude will get you noticed. In the meantime, it assures your relevance and your longevity. Offer help without the expectation of a reward. Getting noticed will bring one.

"I'LL TAKE 50% EFFICIENCY IF IT GETS 100% LOYALTY." Sam Goldwyn "PROFITABILITY COMES FROM LOYALTY AND A CHARACTER BASE FROM WHICH TO WORK" Zig Ziglar "YOU'VE GOT TO GIVE LOYALTY DOWN IF YOU WANT LOYALTY UP." Donald Regan "BLOOD MAKES YOU RELATED - LOYALTY MAKES YOU FAMILY." Anon. "WHEN PUT TO THE TEST, ONE OUNCE OF LOYALTY IS WORTH A POUND OF CLEVERNESS"

SO, WHO'S THE BEST I'VE SEEN? I'LL NAME NAMES; ROSS, SCOTT, MARK M. MARK B, ZAC, GLENN, YOU KNOW WHO YOU ARE. THANK YOU FOR YOUR LOYALTY OVER THE YEARS. YOU DON'T CHASE BENCHMARKS. YOU ARE THE BENCHMARKS !