



UNDERSTANDING THE DIFFERENCE BETWEEN SIMPLE AND EASY IS CRITICAL TO COMMITTING TO APPLY YOUR KNOWLEDGE. KNOWING AND DOING ARE TWO COMPLETELY DIFFERENT THINGS. I BELIEVE THAT THE SIMPLICITY OF A CONCEPT OR EVEN A PROCESS, DOESN'T NECESSARILY ASSURE THE EASE WITH WHICH IT'S APPLIED OR COMPLIED WITH. FOR EXAMPLE, THE CONCEPT OF FUNDAMENTAL HONESTY IS SIMPLE. YET HOW MUCH PAIN, TURMOIL & VIOLENCE ARE CAUSED BECAUSE THIS SIMPLE CONCEPT ISN'T EASY TO BE FAITHFUL TO. WHAT ABOUT GENERAL HEALTH & WELL BEING? A SIMPLE CONCEPT; A MODERATE LIFESTYLE, SENSIBLE DIET AND REGULAR EXERCISE. SIMPLE HUH? OBVIOUSLY THOUGH, IT ISN'T EASY TO COMPLY WITH AS THE REAL PANDEMIC IS MORBID OBESITY, DIABETES AND A HOST OF OTHER MALADIES THAT ARE APPARENTLY SIMPLY AVOIDED. LET ME BOIL THIS DOWN NOW



MEANING: Easy refers to something that does not require a great effort or that does not present difficulty. **IMPLICATION:** There's little merit in achieving something that was easy. Routine makes things easier. Routine blinds you to issues like attention to detail, gestures and the perception others have of your efforts. It invites shortcutting which always costs impact and diminishes outcome. How **much** could this cost you?



MEANING: plain, basic, or being somehow uncomplicated in form, nature, or design. **IMPLICATION:** The cry to "**let's get back to basic!**" means two things; (1) that we realise that basics should never have been abandoned in the first place and (2) that adhering to simple basics wasn't easy. Here's a bonus point: moving away from basics slipped past the conscious mind. How much did that slip cost? Not easy.

EXAMPLE: I was recently asked to conduct phone training for a major furniture retailer. The first question I asked the group was, "what is the goal when you get a phone inquiry?" The answer was spontaneous and unanimous, "To get an appointment!" Simple right? A month prior to the event, I conducted a weeklong series of 'mystery shops' personally. This included internet inquiry. The company will remain anonymous. The result? ZERO effort to make an appointment. ZERO! A simple concept that wasn't easy. Spontaneous, Unanimous and Anonymous. In the face of everyone knowing it - nobody DID it. Here's a few hard facts.

FACT 1: Most salespeople claim they can 'pick a mystery shopper a mile away'. Truth is that they can. The reason why is that most mystery shoppers are employed to audit your **processes**. **Not your strategies**. They don't sound or act like your real customers who are often more interested in either availability or your best price.

FACT 2: Often, the people who employ mystery shoppers to audit your businesses aren't aware of the nuances of your section of the market, the habits of your local customers, the challenges specific to your locale or have never been coalface sales or service professionals themselves. **This can't offer you relevant intel.**

FACT 3: The covid crisis has altered our habits. Some retailers have been devastated. Others have seen profits soar. The reality is going to set in once some sort of societal status quo is achieved. Many of us have been playing 20 over Big Bash Cricket but the test matches beckon my friends. The long haul awaits us all. Be ready!



IN 125 ISSUES OF STUFF I HAVE NEVER PLUGGED OUR BUSINESS. AND I WON'T START NOW. THIS DOCUMENT IS INTENDED AS "PUBLIC DOMAIN COMMON SENSE" WITH FREE OFFERINGS OF STRATEGY & TIPS ON PERSONAL DEVELOPMENT AND PROFESSIONAL EXCELLENCE. COMMON SENSE DICTATES THAT ANY INVESTMENT YOU MAKE TO GROW YOUR BUSINESS AND INCREASE YOUR BOTTOM LINE SHOULD BE RELEVANT, MEASURABLE AND OFFER SOLUTIONS. THERE NEEDS TO BE A DIVIDEND. MYSTERY SHOPPING IS NOT UNDERDONE - IT'S MOSTLY WRONGLY DONE FOR REASONS ILLUSTRATED ABOVE. THE EXAMPLE I CITED IS THE RULE RATHER THAN THE EXCEPTION. I THEREFORE RECOMMEND (AND COMMEND) MY COLLEAGUES AT FOCUS PLUS SERVICE AUDITORS AS PROVIDERS OF THE MOST REALISTIC, GROUNDED, CONSISTENT AND SIMPLE METHODS AND PROTOCOLS THAT ARE EASY TO MEASURE. SUCH AN INVESTMENT NEEDS TO BE MADE BUT ALSO NEEDS TO BE STRATEGIC, RELEVANT, SOLUTION ORIENTED AND TRUSTWORTHY.

THE SEDUCTION OF DATA. Be careful not to be 'dazed by data'. Measuring data isn't enough. **Data should be interrogated.** For example: Making 1 sale in 4 leads is a widely accepted standard in the motor trade. The trouble is; why weren't the other 3 leads converted? Was it because of bad closing or bad opening? They are completely different problems that require different remedies. This is one good reason why auditing the process is vital !

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