

STUFF

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I'M PROUD TO HAVE SPENT A LOT OF TIME WITH THE AMAZING SERVICE ADVISORS OF OUR INDUSTRY THIS MONTH. IN CONFERRING WITH SEVERAL SENIOR PEOPLE, IT WAS AGREED THAT STRICT ADHERENCE TO PROCESSES IS OF COURSE ESSENTIAL BUT WITHOUT "MAGIC WORDS" (THANKS MARTY HAYES) NOBODY STANDS OUT. I PRODUCED A HANDOUT DOCUMENT FOR THEM WHICH APPLIES EQUALLY TO ANYONE WHO CONVINCES ANYONE ELSE OR LEADS TEAMS FOR A LIVING. THANK YOU FOR THE GREAT FEEDBACK. I THOUGHT IT WAS WORTHY TO OFFER YOU AS THIS MONTH'S STUFF BULLETIN. SO, CONSIDER THAT IN THE ABSENCE OF CHEMISTRY, WE ONLY GET REMEMBERED IF WE DON'T COMPLY. CONSIDER THE COMMON DENOMINATORS IN THESE SIGNIFICANT FIELDS.

Doctors often deliver bad news that changes or even ends people's lives. When patients feel empathy from their doctors, they seldom blame them. This is NOT due to the doctor's credentials as a physician. It's due to a factor we call "The Bedside Manner." The outcomes are often tragic but they are accepted and seen as solutions when the patient or loved one is convinced that all that could be done was done. A factor that helps achieve acceptable medical outcomes is the personal touch. It includes empathy, credibility, sincerity and care. That's Magic.



In criminal court, the facts aren't always sufficient to secure a conviction or an acquittal. Counsel needs to put up "an argument" which alters the perception of the events or the defendant, rather than change the reality of the matter before the court. Mitigating circumstances always affect verdicts and sentences regardless of the history of the defendant or the nature of the charge. Sometimes the solutions aren't ideal and clients always pay more for attorney's who care. It's about diverting attention away from the reality of circumstances towards perception. Whilst hearings follow strict procedures, outcomes are more about strategy. That's magic!



The chemical composition of Coke and Pepsi are top secrets. They differ from each other very little. The efforts of both companies to conquer the markets of their rival rely on marketing. Marketing is seldom about reality. Marketing is nearly 100% perception and perception is the definition of value. The effort to win markets in the absence of reality is called "The Angle". It involves lifestyle, status and fun. The truth is more about diabetes & obesity. They make billions by personalising their products. It's about knowing your customers, identifying with them and creating aspiration to be associated with your products. That's not process, that's magic!



In politics, people are interested more in a dream than a plan! Politicians who bore voters about their 'plans' come across as insincere, stereotypical and ironically, as if there is no plan. But a dream! That's different! Martin Luther King's *dream* was more influential than Albanese's *plan*. Trump's 'make America great again' went straight to the heart of the electorate; despite his image. They call this version of perception "Spin." Shaking hands, kissing babies and cutting ribbons to open a bridge serve to humanise and personalise a process. Once it's personalised, customers (or voters) think it's about them! That's not process - That's magic!



In dealerships or any sales/service environment, we often have to divert attention away from reality. Reality about purchase and maintenance isn't always positive. Cars are depreciating items that create massive debt and potential minus equity that rely mostly on human error not to kill people. The perception however, is about pride of ownership, status, & lifestyle. We often deliver bad news. We need a *bedside manner*, an *argument* (not oppositional but based on expertise), an *angle*, *spin* and add to that, 'a pitch.' It needs to be ethical, 100% transparent and up-front but above all, personal. If it feels personal, the solution will outlive the problem. The test to ANY relationship is how we work through a problem. It won't be process. It's magic



Add word magic to the extra things you do to truly stand out. The simplest things are often the best remembered. Gestures aren't expensive. That unexpected call just to say 'hi.' A hand-written thank you or a simple courtesy could prevent issues like indecision, conflict or reprisals and WILL benefit GP and reputation.

THANKS, THIS MONTH TO MESCHACH JOHNSON, MARTY HAYES, KYLE MILLER AND THE MAGIC FIXED OPS TEAM AT EAGERS AUTOMOTIVE, GRAHAM KARP, PAUL THORPE, - ALL BENCHMARK PEOPLE.