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STUFF

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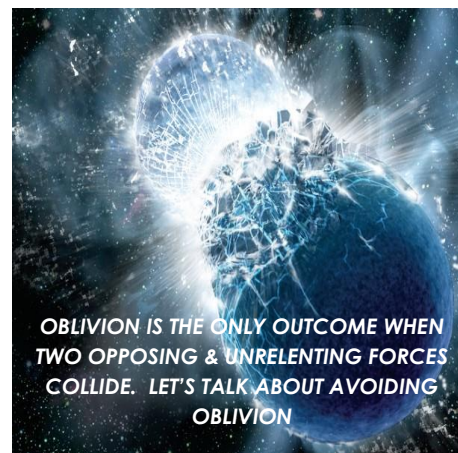
SKILL, WILL & CONSCIENCE

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ANALOGIES & METAPHORS HAVE A WAY OF PAINTING PICTURES WITH WORDS. MAYBE THIS IS THE COMMUNICATION BRIDGE BETWEEN THE LOGICAL BRAIN AND THE EMOTIONAL BRAIN. THIS MONTH IN STUFF, I WANT TO EXAMINE THE THREATS AND OPPORTUNITIES THAT PRESENT THEMSELVES WHEN THESE TWO DIAMETRICALLY OPPOSED STYLES MEET HEAD ON. SO WHY NOT KICK OFF THIS BULLETIN WITH AN ANALOGY?

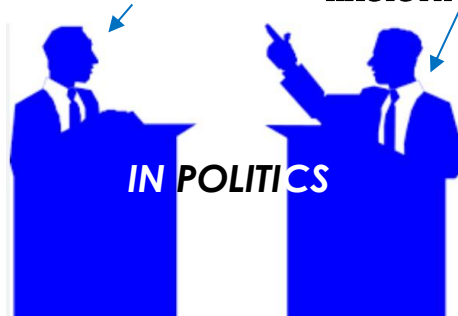
Have you ever heard of the paradox about when an irresistible force meets an immovable object? Firstly, the concept is not possible by virtue of the fact that an irresistible force can't be resisted and an immovable object can't be moved. However, what would be the outcome if such an encounter occurred? The answer is oblivion. Just like when a logical argument does battle with an emotional argument. Now this analogy is worth considering if you're in the convincing business or in customer service or sales. Your knowledge, training and agenda often commences fuelled with emotion. You get into your field based on passion, belief and commitment. However, they soon distil into logic thanks to routine as processes overtake chemistry and compliance and a focus on target achievement blunts the sword of your passion. Consider a romance that results in a marriage. It too starts with passion but the daily routine and the challenges life puts in your path can dull the romance in favour of merely sustaining the partnership. Thus, the emotional component of the relationship gets lost. The collateral harm is that negative emotions define the relationship and then a counsellor needs to assist in the re-ignition of positive emotion. A bit like account management ay folks?



The politician on the left has made a remark. Never underestimate the stupidity of politicians but let's say this guy's remark came from a considered logical position. Maybe his country has massive unemployment, huge ethnic crime gang violence, poor infrastructure, an underdone power grid, minimal water resources, is in a recession and has a housing crisis. His country doesn't need more people right now. His opponent is diametrically opposed to anything he thinks or says. That's why they call it The Opposition. His tactic is to counter a logical suggestion with an emotional response. Now the guy on the left has to expend energy and time to counter him. Guess where that energy and time will be allocated? Yep! He'll spend more time defending himself rather than prosecuting his argument. So, what's the likely outcome? Oblivion! When was the last time you heard a parliamentary debate end with "Do you know something Mr. Speaker.... I'd never considered that side of it before. My learned colleague has a point." Yeah right!

I want to reduce immigration!

RACIST!!



Facts are logical. Circumstances surrounding them can be emotional. This guy is guilty. He robbed a 7-11 and pistol whipped the old guy at the counter. There's witness testimony, forensic evidence and CCTV footage. No doubt – but he gets a bond! What we didn't hear was 'the argument.' That's the lawyer's 'sales pitch.' The jury is hearing how he was an abused child, was diagnosed with ADHD and was bi-polar. Mum was a working girl and dad was a violent meth head. He was sent to juvvy where he was bullied and addicted to drugs. Now the jury has a collective tear in its eye and the community scratches its collective head. Oblivion



Two different perspectives which could easily degenerate into oblivion. Both parties however have more in common than either might care to admit. They both want to conclude a transaction or obtain a solution. They're both present and funds aren't an issue. Now we might consider why a FEATURE should never be offered without an ADVANTAGE and a BENEFIT. Features like facts, are logical. They don't have much charisma. Advantages indicate what's in it for the customer and that's emotional. Benefits are what the advantages do FOR the customer and now it's personal. The pathway to achieving this union of agendas is (in sales) called "The Road to the Sale." Here's the problem in recent times. Sales and service professionals are taking the freeway where there's little scenery. Just the odd service station and speed camera. So, why not take the 'scenic route' where you might actually enjoy it a bit? That's enough metaphors for one day. To achieve a mutually beneficial outcome that relies on consensus instead of compromise, your best strategy is to allow for the emotional approach your testy customer may adopt. Observe it, respect it but don't judge it. It will show if you do. The result will be oblivion. A "burnt" customer. The amateur's consolation prize for failing to sell. Recent times have seen selling outcomes default to the transaction in the absence of the relationship. Your ticket to mutuality is empathy. It's the sidestep to oblivion.

The CUSTOMER is always right!!

All buyers are LIARS!!



THANKS THIS MONTH TO GORGE SEVERINO, DANIEL HAWES, SCOTT MAYNARD, BRENDAN ROBERTS & MIKE KANG