

NO. 158 NOVEMBER 2023

STUFF

SWC
CONSULTING

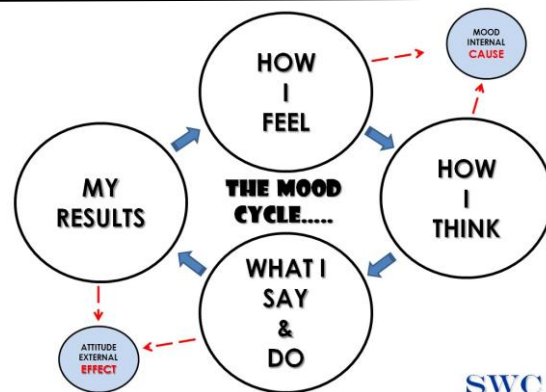
SKILL, WILL & CONSCIENCE

www.stephenwren.com.au



CUSTOMERS ARE ARMED & DANGEROUS THESE DAYS. THEY HAVE MORE RESOURCES, ARE MORE DEMANDING, LESS LOYAL AND HAVE MORE CHOICE THAN EVER BEFORE. MAINTAINING PROFESSIONALISM IN THE FACE OF THIS REALITY HAS NEVER BEEN MORE CHALLENGING. YOUR MOOD THEREFORE IS FAR MORE CRITICAL THAN IT'S EVER BEEN BECAUSE ASIDE FROM THE ENVIRONMENT YOU WORK IN, IT PROVIDES THE X FACTOR IN THE EQUATION THAT CREATES REVENUES. MY BEST ADVICE IS TO NEVER BE A VICTIM OF YOUR CIRCUMSTANCES WHEN YOU CAN BE MASTER OF YOUR CHOICES. THIS BULLETIN OFFERS YOU TIPS TO MAXIMISE THE FRINGE BENEFITS OF CHOOSING A GOOD MOOD & MINIMISING THE SIDE EFFECTS OF TRYING TO PERFORM WHILST IN A BAD MOOD.

The mood you **choose** will determine the **outcome** of whatever it is you're doing at the time. The outcome will determine how long the mood you're in at the time will last. **This works for better or worse.** Thus; fringe benefit or side effect. Being aware of the mood you're in helps to sustain it if it's good and change it if it's bad. Few people are able to change it when it's bad because they are in some form of denial. Denial kills insight (awareness). They assign blame to circumstances or other people instead of owning it. This only causes bitterness and a longer bad mood. **Now we're creating an attitude.** Everything in nature is cyclical. Moods are too. Here's how it works:



TIPS FOR THE GOOD MOOD:

- Your results and what you say and do, are external. In other words, people can see and hear them. You can too. Therefore, to perpetuate a good mood, focus on the results and be aware of how what you're saying and doing is affecting them because it's what you're saying and doing that is causing them. This enables you to replicate it.
- Now - celebrate the results. This keeps you feeling good and that initiates the cycle all over again.
- Keep your 'trophies' close. Remind yourself that you worked hard and well to get them. In other words, focus on your results. That's inspiration rather than just motivation.
- Whatever mood you're in, try to listen to your thoughts. This keeps you present in the moment and cognisant of how your next move made or next word said, may impact your outcome. Subordinate your ego and you'll seldom make the wrong move. Minimise the harm and maximise the benefits of the moods that are natural to you.

TIPS FOR THE BAD MOOD

- If your mood is bad, stop doing things and saying things period. Immediately. Stop digging that hole. Your insight means someone else (maybe the boss) won't have to intervene. That's a good thing and has an immediate effect on the cycle because you've done something good.
- Do not give the results your attention if they're bad. The mood is bad because of them. They are bad because of the mood. Break the connection by ignoring them. Then they won't pollute your next effort.
- To change your mood, depending on how you're wired, look to either "HOW I FEEL" or "HOW I THINK".
- If you're an emotional person, have triggers handy to make you feel either grateful or obligated. Family photos in your wallet or purse or on your phone can remind you of those people who rely on you to be at your best. Thus you're obliged. Reminders about the quality of your life in the good times can keep you in a state of humility through gratitude.
- If you're a practical, logical thinker rather than an emotional person, make sure you give yourself a time out and recite that self-belief mantra that you read in that Tony Robbins book.
- Own it!

Dealing with customers requires "theatre". Salespeople, managers and service professionals, just like actors, musicians and other creative types, commonly ride roller coasters of emotion. You wouldn't be any good if you didn't. The most creative people, the best sales and service professionals, harness their emotions and as a result, they tend to create memorable purchase experiences and long-lasting relationships. Note to managers: if you notice a change in outcomes, look to morale if it's a group thing or mood if it's an individual thing. **YOU DO NOT HAVE ANY GREATER RESPONSIBILITY.** Finally, consider that winning IN SPITE of your circumstances is more glorious and gets you noticed more than winning BECAUSE OF your circumstances.

BE THE BENCHMARK BY

MANAGING YOUR MOOD

