



IT'S WAY TOO NARROW A JOB DESCRIPTION; LET ALONE A DEFINITION TO SAY THAT YOU'RE IN THE MOTOR TRADE, REAL ESTATE, THE LEGAL PROFESSION, HOSPITALITY, CUSTOMER SERVICE, COUNSELLING, A MEDICO OR EVEN THE CLERGY. **YOU'RE IN THE HUMAN NATURE BUSINESS!** AND FOLKS, IF YOU DON'T HAVE A WORKING KNOWLEDGE OF WHY HUMAN NATURE WORKS AND HOW TO UTILISE IT STRATEGICALLY, CHANCES ARE, YOU'RE RELYING ON PRODUCT KNOWLEDGE AS A 'BLITZKRIEG PITCH' OR USING PROFIT MARGINS AS BARGAINING TOOLS. MOST RETAIL AGENTS CITE 'PRICE SHOPPERS' AS THEIR MOST CHALLENGING ENCOUNTERS AND THE HARDEST CUSTOMERS TO PLEASE. HEY - IT'S A NEW FISCAL YEAR. LET'S GET DOWN TO SOME GRITTY REALITY. HERE'S SOME STUFF THAT POINTS TO WHY HUMAN NATURE IS PIVOTAL TO DECISION MAKING AND PERSUASION.

**QUESTION**

HAVE YOU EVER NOTICED WHEN A ROOKIE JOINS YOUR TEAM HOW HE/SHE OFTEN OUTPERFORMS THE VETERANS...FOR A WHILE? YEP. SO WHY IS THAT? FIRSTLY, THERE'S FEW IF ANY BAD HABITS. THE BEHAVIOUR (HOW THEY APPEAR & SOUND) IS NEARER TO THE BEHAVIOUR EXHIBITED AT THE JOB INTERVIEW THAN MOST VETERANS DISPLAY. SECONDLY, THERE'S NO 'LINGO' SO THERE'S LESS CHANCE OF BEING PREDICTABLE OR LABELLED AS A STEREOTYPE. BEING **UNPREDICTABLE** IS COMPLETELY HONEST AND TOTALLY STRATEGIC - PROOF THAT STRATEGY & INTEGRITY CAN BE ONE AND THE SAME. SURPRISE WITHOUT DECEPTION = DELIGHT! AN INEXPENSIVE U.S.P. FOLKS

**BOTTOM LINE**

BEING AWARE OF THE MOOD YOU CHOOSE PREVENTS THE ATTITUDE YOU CULTIVATE FROM BLINDING YOU TO HOW YOU MAY BE JUDGED. **AND YOU LEADERS!** HOLD YOUR TEAMS ACCOUNTABLE AND LOOK FOR THE 'HONEYMOONS THAT MAY BE OVER'.

**FACT**

"**GUEST CENTRICITY**" IS THE NEW WAR CRY FOR MANY LEADING BRANDS ACROSS A RANGE OF INDUSTRIES. IDEALS PERFECTED BY THE WALT DISNEY COMPANY PREOCCUPY THE HEARTS & MINDS OF CEO'S WHO WANT TO WIN THE HEARTS & MINDS OF THEIR CUSTOMERS WHO ARE NOW CALLED 'GUESTS'. THE TEST; IT'S A NON NEGOTIABLE IDEAL THAT RELIES SOLELY ON THE ABILITY OF THE BOTTOM TIER INDIVIDUAL TO HERALD AN OWNERSHIP EXPERIENCE THAT MAY GO BEYOND THEIR ABILITY OR WILLINGNESS TO PORTRAY.

**BOTTOM LINE**

NOTE: DISNEY HAS AN ADVANTAGE. BY THE TIME THEIR BOTTOM TIER INDIVIDUALS HAVE THE CHANCE TO DISPLAY 'GUEST CENTRICITY', THE GUEST HAS ALREADY PAID THE ENTRANCE FEE. MOST OF US HAVE TO WIN THE REVENUE BEFORE WE WIN LONGTERM LOYALTY. THIS MEANS EXTRACTING COMMITMENT DURING AND POST THE CONSULTATION PHASE. DON'T END UP AS THE NICEST PERSON ON THE UNEMPLOYMENT QUEUE !

**PHILOSOPHICAL INTERLUDE:** "CUSTOMERS FOR LIFE" RELIES ON THE SAME CHEMISTRY THAT MAKES MARRIAGES AND FRIENDSHIPS WORK. THIS DOESN'T HAPPEN AT THE ENTRANCE TO YOUR BUSINESS. SHOPPING AROUND IS LIKE A COURTSHIP AND NO MORE A GAURANTEE OF A HAPPY MARRIAGE THAN ANY COURTSHIP IS. MAKING THE DEAL IS THE PROPOSAL AND THE WEDDING DAY IS THE DELIVERY EXPERIENCE. EARLY OWNERSHIP IS THE HONEYMOON BUT ONCE THE SHINE IS DULLED BY ROUTINE, WEAR AND TEAR AND FAMILIARITY, THE QUESTION BECOMES; "DO I WANT TO RENEW MY VOWS"? GREAT "ACCOUNT MANAGEMENT" GUARANTEES THE NECESSARY VALUE IS PLACED ON MAINTAINING THE "CHEMISTRY OF THE COURTSHIP". **THAT'S WHAT TRULY IS FOR SALE.**



LEADESHIP IS ABOUT IDENTIFYING CHARACTER TRAITS IN YOUR PEOPLE AT THE INTERVIEW STAGE THAT ARE NECESSARY TO SUSTAIN RELATIONSHIPS. THAT'S WHERE "GUEST CENTRICITY" STARTS. THEN; ONGOING ACCOUNTABILITY IS THE ONLY WAY TO ENSURE ANY ONGOING RELATIONSHIP & BENEFITS.

CONSIDER THE PROFESSIONS LISTED IN THE INTRO PARAGRAPH. THE LONGEVITY OF ANY AGENT IN ANY PROFESSION RELIES ON THEIR ABILITY TO PUT THEIR CUSTOMERS' MINDS AT EASE AND PROVIDE SOLUTIONS. A DOCTOR'S BEDSIDE MANNER WILL OFTEN ACCOMPLISH MORE THAN THE DIPLOMA ON THE WALL OR THE PRESCRIPTIONS THEY WRITE. A GESTURE OFFERED WILL ACCOMPLISH MORE THAN A GENERIC PROTOCOL. THE IRONY HERE IS THAT THESE FACTORS ARE INEXPENSIVE OR EVEN FREE BUT SERVE AS THE ONLY REAL VARIABLE IN ANY COMPANY'S ARSENAL WHERE THE NOTIONS OF CUSTOMERS FOR LIFE IS CONCERNED. NEVER MIND AN INVENTORY STOCKTAKE! CHECK THE LEVEL OF NICENSS IN YOUR BUSINESS. ORDER IT IN AND ENCOURAGE IT.

**THANKS THIS MONTH TO ZAC, LISA WREN AND ALAN TRAN**

RECOMMENDED: "THE POWER OF NICE" by Linda Thaler & Robin Koval