



BRIGHT IDEAS

TO KEEP YOUR CUSTOMERS
HAPPY... FROM

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Sales and Marketing

Give me safety or shut up shop!

There you are, camped out under the stars; tinnies scattered around the fire, guitar strumming softly, jokes coming a little slower as the night wears on, the wind blowing a little colder, thinking about turning in and **KAPOWEE!!!** suddenly this thumping great 'being' appears dressed in a satin nightie and glowing brightly about twenty feet in the air. You want to scream, shoot it, run away and wet yourself all at the same time.

Then he says, "**Fear not!** For I bring you glad tidings of great joy. Today in David's city a saviour is born..."

You realise it's Christmas and everything's all right.

The Good Book says "**Fear not**" 325 times. Now why do you think that is?

The world is a dangerous place. Life is a terrifying moment. Relationships are fragile. Economies turn on and off like flashing neon signs. There are wars and rumours of wars and frightened people everywhere legislating everything in case it all gets out of hand. You'll need a licence to break wind soon!

In *Splashes of Joy in the Cesspool of Life*, Barbara Johnson says, "**We crucify ourselves between two thieves, regret for yesterday, and fear of what tomorrow may bring.**"

She also points out, "**Worry is wasting today's time to clutter up tomorrow's opportunities with yesterday's troubles.**"

Hey, even condoms aren't completely safe. A friend of mine was wearing one and got hit by a bus.

One small misstep, and boom - we're history.

Fear. The old poet called it, "The king of terrors".

In their book, *Do It!*, John-Roger & Peter McWilliams quote the proverb, "*It is better to be a coward for a minute than to be dead the rest of your life.*"

Everyone wants to feel safe. That's why we spend so much time worrying.

We worry about losing financial security. We worry about not being safe in relationships. We worry about our children. We worry about what people will think of us. We hope they don't hate our house. We worry about getting sick.

If it is true for you and me then think how true this must be for our customers?

If we know they spend most of their waking hours worried, then we ought to have big signs on our foreheads that read,

FEAR NOT!

That's why the last letter in

P. E. A. R. C. E. S. Benefenglish stands for safety.

Don't tell me what your product does.

Tell me what it does for me!

Don't tell me what your service is.


Tell me what it means to me!

Remember me? I'm your customer. I have your wages in my pocket. I have the money for your Christmas presents in my wallet.

And all I'm interested in is the nicest person in the world; the centre of the universe; the only person I think about from dawn till dusk: ME! and I'm scared.

Reassure me that your service will keep my family safe. Reassure me that your service will improve my health or my lifestyle or protect my leisure time, or that your product will last longer, make me look better or keep me safe at night.

Tell me your 30-day no-questions-asked-money-back-guarantee is one I can rely on if by an odd chance I hate your product or service. I want to be sure I will have one less thing to worry about.



Bright Idea:
When you are selling to me, talk about me. And say: **FEAR NOT**



A manager takes action

I had a manager once who was famous for his phrase, "I'll get back to you" and equally famous for never getting back.

In the end no-one ever told or asked him anything because he could be counted on for always doing nothing about everything.

I hate going into companies to talk to the staff and having to listen to the big moan session half way through where some negative misery bag sidles up and asks if anything will result from this session because nothing happened last time they 'had one of these shows'.

I say I hate it because I dislike being hit with the reality that the management of that organisation seems to have a reputation for being a 'do-nothing' and the worst of it is that even the dumbest and least motivated person on the roster can see it from a hundred paces away.

Once during a consulting assignment I had to stand up and remonstrate with a manager who had decided to do nothing about some requests his staff had made of him.

They wanted time out to attend courses which they believed would equip them for better work skills. They had told me my interviews and request forms were a waste of time because 'nothing ever happens around here'.

Now I found myself face to face with the manager who was responsible for nothing ever happening, and he was discarding the requests as a waste of money, saying that the employees had no idea about how a business runs to the bottom line.

I agreed that they might have been unrealistic in their requests but that he needed to communicate his feelings and beliefs personally or he would lose face forever.



Bright Idea:

If you can't take action you need at least to take action about why you're not taking action. That will be seen partly as taking action. The staff will be unhappy but at least they will be able to focus on your problem and not on you.

Speak quietly on your mobile

Shout all you like at home. Yell your head off in the car.

But mate! When you're in an airport lounge or in a restaurant or a public toilet, keep it down a bit.

In the first place I don't want to hear the argument you're having with your Mrs while I'm in the loo.

I just settle into a nice cuppa in the lounge and there's you blowing off to your business partner about how you told the national board what a hero you are. Get a life somewhere else!

And in the second place are you sure you want me to know all that private stuff you're saying over the blower?

You bought a digital for it's security assurance and then you go and read your private mail aloud in public anyway.

If it were not so intrusive it would be hilarious.



Bright Idea:

Keep it down to a dull roar!

How to handle angry callers

Ask for details

After you have thanked the person for calling and heard their complaint and popped them on hold for 15 seconds so they can calm down, come back to them and say "Thanks for waiting".

Then say, "So that I can help you and fix the problem let me get the whole thing straight, step by step. Can we start at the beginning please?"

Now you go through the complaint step-by-step without any interruption.

- Don't get involved in the stress.
- Don't get hooked on the emotional barbs.
- Ask them to repeat anything you don't understand.

Always be careful to explain that the reason you are going over the details is that you are the person who can get to the bottom of the problem.

Over the next few months we will continue to look at the T.H.A.N.K.S. rule for handling angry callers, but in the mean time, if you want to look at the whole process in a seminar or workshop, call **08 374 -0711** and ask for the details.

“The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour.”

Vincent Lombardi