



Terrific Trading Monthly E-newsletter

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Hi %Greeting%,

Welcome to the March 2007 edition of "Terrific Tips" delivered to your desktop free each month.

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## Find Out What Your Customers Want Before Your Competitors Do

While preparing for some work in the tourism and hospitality sector, I pulled out one of my favourite articles from USA speaker and trainer, Patricia Fripp, and thought you would appreciate it too. Here it is. She tells a great story with excellent lessons.

"Satisfy your customers... or someone else will. Your prospects and customers can give you important feedback, both directly and indirectly. After addressing a group of sales contest winners in Hawaii, I was on the shuttle bus headed for the airport. My usual custom is to ask questions, so I said to the driver, "I bet your passengers tell you what they really think about their stays at these fancy resorts because they know you don't work for any of them."

"Oh, yes," he replied. "In fact, once a month, the general manager of the hotel where you stayed comes to the depot with a big box of doughnuts and has coffee with the drivers. While we eat his doughnuts, we tell him everything we've overheard about his hotel – and about his competitors' hotels."

[Click here](#) to read more or go to the Free Articles section at [www.terrifictrading.com](http://www.terrifictrading.com) .

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## Words To Ban – "I'll try"

To illustrate the point that I'm about to make let me put you into a typical Australian setting, the Aussie BBQ. Imagine you are organising a barbecue at your place to be held in two weeks time. You are chatting to a work colleague or friend and invite them to attend. They say, "I'll try". What do they really mean?

In that setting, "I'll try" typically means, "No, I couldn't think of anything worse. The last thing I want to do is waste my Saturday afternoon at your barbecue, but I'm too embarrassed to tell you." So instead they play for time by saying, "I'll try".

Never say, "I'll try". Ban that phrase from your vocabulary. Instead either make a positive commitment or be honest enough to say no. If you are undecided, let the person know that you are unsure and that you will get back to them by a certain time and date.

By the way, one of the few things I dislike about the Australian way of life is the Aussie barbecue. So if you invite me to one, don't worry I won't say, "I'll try". I will just decline politely. You will have enough flies attending, you don't need me!

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## Surprise and Delight Your Staff...any time

In December I opened this newsletter with an article saying 'Surprise and delight your staff at Christmas'. Here is an example from a client who put the advice into practice in February. The lesson from this is that you can surprise and delight your staff at any time.

Ross Prichard has Southern Dental Care in Mandurah, Western Australia. His wife Michelle is the practice manager and looks after the marketing. Michelle read about the family computer software company owner in Masterton, New Zealand who one Thursday, told his staff that they would be knocking off at 3.00pm and that he had a surprise for them and they wouldn't be getting home till 6.00pm. Remember what happened? If not, [click here](#) .

Michelle discussed the idea with Ross and here is what she wrote and said:

*"Hi Jurek, I just thought I would give you some feedback from one of your newsletters. There was a suggestion about giving staff money to go shopping and getting back together to see what they bought. We thought it was a great idea and did it with our staff this afternoon. We gave them an invitation about a surprise about a month ago. There was much anticipation and concern about what to wear and if they should put petrol in the car! They were so excited it was contagious. They loved it and morale was already good, but this has only enhanced it. We gave each of them thank you cards with how much we appreciated them and that this was a small token of our appreciation. Thanks Jurek."*

I had a chat with Michelle a couple of weeks later. She said one of their staff wrote a personal letter of thanks saying it was the best place she has ever worked. Another commented that it was the first time that she'd just gone out and bought something for herself. Apparently many shopkeepers said they wanted to work at their place!! By the way, when Ross announced what was happening he said "You've never seen 6 girls leave a building so fast to go shopping." He says, "If you want to evacuate a building full of ladies it's a really effective way to do it!"

Michelle finished by saying, "It already was a good environment but this just reminded everyone how much we appreciate them. I'd recommend it to other businesses."

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## What's In A Name

Last month I talked about my business card and my former title 'Supreme Commander'. I've replaced it with two new titles, 'Director of Curiosity' and 'Special Agent for Customer Obsession'. You can [click here](#) to read the story behind this in last month newsletter. In the article, I mentioned that some of the best tips and ideas for business cards have come from my friend, marketing supremo, Winston Marsh. I've come across many people in Australia and New Zealand who developed memorable titles and new designs for their business cards as a result of Winston's advice.

For example, last year the Marketing and Administration Managers for successful Western Australian franchise group, City Farmers, came back from a national industry seminar addressed by Winston. And much to everyone's delight their titles became 'Marketing Goddess' and 'Administration Goddess'. Isn't that great?

Then there are two of my New Zealand friends and clients, who once upon a time were both known as accountants. John Sexton in Masterton changed the direction of his business and became a 'Business Builder', which aptly describes the service that he provides to his clients. Deane Purdue, a senior partner with McCullochs, chartered accountants and superb business advisers in Gisborne, changed his role within the organisation and let everyone know it by taking on the title of 'Marketing Magician'. And he's been profitably providing his magic ever since.

It must be around 18 months ago that Teri O'Toole and her partner James Lawton set up a business called Toolbox WA, a consultancy which generates funds for and works specifically with not-for-profit organisations (check it out at [www.toolbox.org.au](http://www.toolbox.org.au) ). Teri used to be deputy CEO with Good Samaritan Industries and as part of her current role directs marketing and promotional activities for the Australian Red Cross in WA. It's an innovative business and they have innovative business cards but in her note to me Terry mentioned that she couldn't match my innovation with job titles. I never did get back to her with my suggestion, but with a business name like Toolbox WA it wasn't difficult to get creative. In less than 60 seconds I'd written six possibilities on the back of an envelope - Chief Mechanic, Master Mechanic, Tool Kitten, Master Wrench, Prolific Spanner, Drill Sergeant. Now, I'm not sure that she would have chosen any of them but you get the idea, don't you?

That's enough from me on this topic. Hopefully I've stimulated your thinking and you'll be writing in to me with your new creative titles. To help you on the way, the next brief article is some

advice on this topic from the creative marketing man himself, Winston Marsh.

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## Make Your Title Work For You

by Winston Marsh

What does your business card say about you? Probably it gives your title as manager, partner or sales person and when people see that card they don't get very excited about what you do. They almost certainly don't rush out and tell people that they met a manager, a partner or a sales person!

So you need to think about what your role is and tease out a description that makes people say "Gee, that's interesting tell me more." It is important therefore that you choose from a range of descriptors such as a "specialist," "authority," "wizard," "magician," "genius," "legend" or "guru" to use in your title.

If you are an electrician you might be an "Electrical Specialist" and an accountant may be an "Accounting Authority."

Simply by playing with your title to give it interesting, compelling and announcement qualities you change your positioning in the market place. Your business card too will stand out.

If you are like most people the problem is that, ever since childhood, you were taught to be humble – "don't show off" or "don't boast" were phrases you probably often heard from your parents. As a result most people find it hard to market themselves.

If you can't market yourself nobody else will do it for you. If your competitors have better marketing style they will leave you far behind even though their products or services may be inferior.

*You can learn a lot more about business cards and how to ensure that yours is the name that springs to mind when clients need help by investing in Winston's brand new 3 CD audio program, 'How to be a Legend in Other People's Minds'. Find out more below.*

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## Terry's Feature Product



Why would you want to become a legend in other people's minds?

When people recognise that you're good at what you do, you become the logical choice for them to call when they need whatever products or services your business provides. You also become the business to whom they will refer other people. Putting it simply you become the leader in your type of business... you become a legend.

Now of course you must be good at what you do. But being good at what you do isn't enough...people have to know that you are good and sometimes they never find out. It's your job to promote you and your business. And to make that happen, Winston Marsh has come up with 27, yes, that's right, 27 simple steps to build your legendary status.

He's been discussing these steps over the last two years or more in 6-minute segments in his incredible [Business Marketing monthly audio magazine](#) (yes, that's the one that I do a regular segment on). Now he's brought them together in one incredibly listenable and easy to implement audio program. Step-by-step he takes you through each of them explaining exactly how to make it work.

Invest in this program and turn the downtime in your car into stimulating, reputation building, profit enhancing time. Then you will become the name that comes to mind whenever prospective customers have a need for your products and services.

'[How to be a Legend in Other People's Minds](#)' can be ordered as a 3 CD audio program or you can download it for immediate use and save more than \$40 in the process. Click on [Bobs Books](#) to find out more.

## Read The Sign

This example isn't actually a sign; it's a neck tag on a wine bottle used by Capel Vale Winery [www.capelvale.com](http://www.capelvale.com) in the Margaret River region.

'Neck tags' are a highly visible device, because they are noticeable whether the bottle is standing up or laying on its side, covering both retail stock-holding configurations.

What I love about this one from Capel Vale Winery is that it cleverly promotes their environmental awareness in an amusing, yet genuine and reassuring way.

It's a picture of a guinea fowl that says 'Meet Our Head Controller' and then goes on to emphasise how they use guinea fowl rather than insecticides to help ensure healthy grapes and the highest quality wines.

It's a great message cleverly, yet concisely done.



## Encouraging Feedback

Getting clients, customers, patients or patrons to give you feedback can be a challenge. Whether you survey them face-to-face, by phone, e-mail or a letter, getting a reasonable response rate isn't easy. Also, as some time may have elapsed since the service experience there may be insufficient depth or detail to the feedback to make it sufficiently useful.

So, whatever medium you use to obtain the feedback, it is likely to be most valuable if it can happen at the time of the service experience or as soon after that as is humanly possible.

One organisation that really impresses me with the speed of its follow-up request for feedback is my internet service provider, iiNet. From time to time, I find it necessary to phone my ISP for advice and assistance. On each occasion, usually before the call has been completed an e-mail from iiNet arrives in my inbox.

The content in the e-mail goes something like this:

Thank you for your call this afternoon.

Michael spoke to you this afternoon regarding your enquiry. We understand that you may be midway through this transaction at present; however to enable us to improve and provide specific guidance and feedback to Michael, we would like you to fill out a very short survey. To complete the survey, please click on the following link.

Then up pops the following mercifully brief survey form – a factor which does increase the likelihood that it will be completed. And Question Four gives customers a chance to have their say, something that too many surveys from large organisations fail to do.

1. How would you rate the quality of service you received from Michael
  - Met your expectations
  - Exceeded your expectations
  - Below your expectations
2. How satisfied were you with the outcome of the call?
  - Satisfied
  - Very satisfied
  - Not satisfied
3. Would you recommend iiNet to a friend or colleague?
  - Yes
  - No
4. We value any further comments that could assist us in improving the service experience for our customers. Please feel free to add any comment that could assist us.

The next thing I love is that when you do respond with any comments you get a personal reply

from a real person in the organisation. Feedback is a gift and these people realise it and clearly learn from it.

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## Customer Service Training in Perth and Kalgoorlie

The following public courses will be presented by Jan Collins of Terrific Trading on behalf of the Chamber of Commerce & Industry of WA(CCI):

- 'Advanced Customer Service - Totally Customer Focussed' - One day in Perth on 27 March 2007.
- 'How To Motivate Your Team And Build A Reputation For Outstanding Customer Service' - One day in Kalgoorlie on Monday 7 May 2007 and one day in Perth on Tuesday 29 May 2007.

For further information click on the appropriate flyer above or Contact [Terrific Trading](#) .

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## Geraldton Training

Jan will also be presenting a series of workshops on behalf of the Mid-West Chamber of Commerce in Geraldton on week commencing 30 April.

For information contact Melanie Davies, CEO, Mid-West Chamber of Commerce by phone on 08 9964 6767 or email: [mwcci@wn.com.au](mailto:mwcci@wn.com.au)

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## Tourism and Retail Related Workshops in WA

Due to not one but two cyclones in the space of five days which battered Port Hedland and the surrounding area and resulted in floods, major damage and loss of life, my trip due on 14 to 16 March has been postponed to the beginning of May. I will be presenting a series of workshops for operators in the tourism and hospitality sector in a number of centres (see below).

### These workshops cover -

- Winning Marketing Ways In Your Region
- Making Promotions Work and Multiplying Their Effectiveness
- Customer Focussed Selling
- How To WOW Your Customers and Turn Them Into Ambassadors

### Dates are -

- Kununurra: Wednesday 11 May (Tourism Better Business Blitz - This incorporates key parts of 3 of the workshops in a full day program)
- Port Hedland: Thursday 3 and Friday 4 May 2007 (2 half days).

A special series of two-hour workshops for retail businesses in the East Kimberley will be presented in Kununurra in April.

### Dates are -

- Winning In Your Local Market - Tuesday 10 April 2007 (evening)

- Customer Focussed Selling – Thursday 12 April 2007 (late afternoon)
- Merchandising – Thursday 12 April 2007 (evening)

These workshops are being presented on behalf of the Small Business Centre network and the Small Business Development Corporation with the exception of the Better Business Blitz which is presented by Tourism WA. For further information click on Contact [Terrific Trading](#) .

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## Terrific Quotes

*"Try not. Do or do not, there is no try."* Master Yoda in 'Star Wars - The Empire Strikes Back'

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## 2nd Donald Cooper Interview

Way back in 1995 I recorded a couple of interviews on behalf of an audio-magazine, Retail Globe, with Canadian Human Marketing specialist, Donald Cooper during his first visit to Australia. At the time he was an award winning Canadian retailer, and before that was with Cooper Canada, a leading supplier of sporting goods.

Last month I included the first of these interviews from my archives as an audio link to this newsletter. To coincide with Donald's current trip to Australia and New Zealand, provided you have speakers on your computer, you can [click here](#) to hear Donald at his exuberant best in the second of these interviews.

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Have a wonderful month.

Regards

Jurek Leon

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