

Incites: a newsletter for leaders from Terry Power

Welcome to the fourth edition of 'Incites'. Thank you in advance for passing this along to anyone interested in educating leaders whether this be insights for your children, your staff or for yourself. This newsletter is in three parts; hindsight, in-site and foresight. Enjoy!

Hindsight

- ✚ **Learn something new.** Take time to engage in a completely different pursuit. This could range from something sedate like learning to meditate to something more extreme, like bungee jumping. Either way this will make you a more interesting person to talk to.
- ✚ **See something different.** Instead of always picking movies or theatre you know you will enjoy, challenge yourself to explore something extremely left field. Perhaps a foreign film or an alternative university play. You can often be very surprised at the thinking this could open up.
- ✚ **Drink plenty of water.** There is an overwhelming body of evidence that supports drinking plenty of water everyday for good health. To encourage this behaviour, always have a room temperature bottle of water on your desk. It is also a good idea to have a reminder to drink water on your never-ending to do list.
- ✚ **Write personal notes.** In today's cyber-rich, nano-paced world a handwritten and sincere word of praise carries an enormous amount of street-cred. Small sticky notes are ideal for this as they can be pasted on computer screens, in a lunch box or under a pillow.

Insight

A culture of forgotten souls

Have you ever stopped to think just how much it costs to originally win your customer? The answer is 'plenty'. You probably spent bucket-loads on advertising, locating and soliciting thousands of people only to get a small percentage of them to become your customer. Yet, once we have them, all too often our corporate culture neglects them. I'm reminded of a story I once heard. This guy dies and is given a chance to decide which culture he would prefer to spend his eternity – going to a culture represented as Hell or hanging out in a culture represented as Heaven. So that he can make an informed decision, he is given a preview of both places. First, he goes to Heaven. It's a nice culture up there, but there isn't much to do; fluffy clouds, white frocks and smiling faces. Then he takes a look at Hell. Here he is treated to a wild and fun time, with wine, women and song. He reckons the decision is easy. 'Sorry,' he says to Gabriel, 'I've chosen the culture of Hell'.

However, when he arrives in Hell he is treated horribly. He's beaten, he is starved and he's worked like a slave in a sweatshop. He turns to the Devil and asks, 'What's going on? When I first came here the culture was great, I was treated like I was special.' 'Ah,' replies the devil 'But you were a prospect then.'

Do you know anyone that has a culture that treats prospects favorably but follows up with abysmal service? The message is simple treat existing customers at least as good as your prospects.

Foresight

How can we do that?

Your database is invaluable. Once you have a customer and you have captured their details on your database, you have your most willing and best source of business. If your customer is happy with your service once, chances are real good that they would want more. If not the same service, they may want a service that complements it, all delivered through the same positive corporate culture. People like to be informed and educated, not sold. By mailing to your list regularly (with their permission) and giving them information of value, you build a huge level of trust. This is true of your current and your past customers.

Harness the unlimited amount of information available and make the generous provision of it part of your corporate culture. The danger is thinking that just because it is common knowledge to you, your customers know it as well. If you are a dentist, perhaps you could let them know 'Three things you should avoid eating (like mouldy bread, Brussel sprouts and children's leftovers) '. You get the idea. Truth is, you know a lot more about your business than most people, at least you should if you are part of a positive corporate culture. Share the information. Your generosity will pay you handsomely.

About the author

Terry has built numerous businesses, he understands how to help people be their best and what it takes to lead a company to success and profitably. He cuts right to the core issues that are important to you and shows your audience what works, what doesn't and why. He artfully blends content-rich presentations with an entertaining and motivating style that inspires, motivates and leads people to action. When Terry presents you learn in an enjoyable and fun way while learning practical, immediately applicable skills that impact your bottom line. Your audience will gain a fresh perspective from real-world material for real-world results.

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