

ACCELERATOR

The Sales Success Publication

EDITION
Vol. 2 | Issue 7

philmjones
helping your business reach new heights



Spotlight

How not to waste time and money networking

SPECIALS

Simple Tip

Stop losing
invaluable information

Always be closing:

Get something extra on
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Help your customers choose
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Welcome

My name is Phil Jones. I would like to welcome you to this month's edition of Accelerator, your sales success program.

Every day, as business owners and sales professionals, we find hurdles that stand in the way of our success. Attitude is clearly important, but wanting to do something is only part of the journey. Knowing what to do and how to do it is often the missing piece.

You are keen to learn, grow and improve in all areas of your life. I don't have all the answers, but I do have an abundance of tried, tested, and proven methods that have worked for me and if you are prepared to take action, they will certainly work for you, too.



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Who is Phil Jones

An award winning business educator, Phil Jones is committed to helping organisations grow to their true potential.

His vast experience in a variety of sectors has resulted in him being recognised as an authority of **sales psychology and negotiation, for increasing corporate turnover and profitability, and for drastic business development**. A motivational, enthusiastic and inspiring speaker, coach and author, Phil has helped thousands of business owners and sales professionals to realise their route to success and how best to set out to achieve their goals.

Founder of Reaching **New Heights** and **forum Business Development Network**, Phil continues to provide an excellent support system to the local business community – the heart of the UK economy.



SPOTLIGHT

Spotlight – Don't go in with out a plan!

We all network in some way, shape or form; be it meeting strangers in a pub environment, maybe a social, or perhaps a formalized structured business networking event. The number of people that find these scenarios uncomfortable is abundant. Many people struggle with knowing what to do when opening a conversation or gaining success, therefore they usually end up around the edges or avoiding these events like the plague, going on to get no results from meeting people in these group environments.

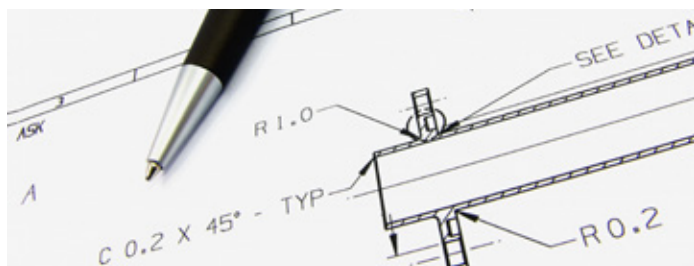
Your fear of a room full of strangers is not your fault. The reason that you find these rooms full of strangers difficult is all to do with something that was said to you when you were a child. Remember back to what Mum said, **"Whatever you do, don't talk to strangers!"** She was right to give you that advice when you were young, however, now as a grown adult, that advice perhaps is incomplete.

The trouble is, we're conditioned so much as children that it serves us through our later life and the minute we enter into a room of strangers, the little voice inside our head says; "Don't talk to strangers, don't talk to strangers, don't talk to strangers!" We enter into that environment being crushed by that little voice.

An opportunity can arise anytime. So the minute you step into any place with more than one other person in it, you are entering a networking environment. This is your chance to create opportunity. Great sales people don't wait for opportunity - create opportunity everywhere they go.

RULE 1 – HAVE A PLAN

Your time is valuable. I've talk to so many people about



networking events who say "Phil, they are only cheap, £10 - £20 to attend and spend a couple of hours with food in that price too. We just tend to turn up and see what happens".

How much do you believe your worth per hour? What you would like your time to reward you with per hour in the future? Add this to the money that you spend on your networking and you may view it slightly differently! Networking is a huge investment of our time and if we're investing sums of money in any form of marketing activity, we need to see a positive return.

Plan out in advance what success looks like; maybe that is identifying particular people who you want speak with. Set out some levels of success of what you want to achieve every time you enter into one of those environments and then do your utmost to get them.

RULE 2 - HAVE CONVERSATIONS WITH STRANGERS

You must be able to open those conversations. This sounds really quite straight forward but in reality, it can be quite a challenge and people sit back and wait for others to start speaking to them. If you're going to open conversations with strangers simply and easily, then we must have some simple opening questions and remarks. Later on in the program is a list of questions that can open conversations with strangers easily.

What this is all about is making small talk comfortable and with a purpose. People do business with those they know, like and trust. We start to build that know, like and trust with strangers by entering into safe conversations. Like a tennis warm up, we need to get the rally going simply and easily.

If you want to avoid walking into a room full of strangers, then just be first! If the networking event starts at 7am, then arriving at 6:40am means that you could be arriving at the same time as the organizers, in that way, people come and speak to you. That's bound to make the job easy. But if you're going to be walking into a room that's already full of people, you've identified somebody you'd like to start a conversation

with, be ready to open that conversation quickly and easily. All we do to open a conversation quickly and easily is talk about something that we have in common, like the fact you're at the same event for example.

RULE 3 – BE READY FOR THAT QUESTION

A question that is asked in over 95% of conversations with a stranger... “so what do you do then?”

When we're asked that question, we start to wonder what it is exactly that we do, and we come back with a gargled response that means absolutely nothing or we hit them with a one-liner that brings them to tears and prevents them from asking any future questions.

One reason they asked might be that they're looking to sell to you. Therefore, they're not asking for you to give them a detailed or an elaborate sales presentation about your products or services. The other reason they might be asking it is because they've got nothing else to say. If they're asking it for that reason, don't view it as an opportunity to start talking to them elaborately about your products or service. Next time somebody asks you what you do, all you got to remember is to rephrase the question in our head to “how do you help people” and simply answer that one instead.

It allows you to say a little bit more but still keep them hanging. What you're looking for in response for people to say “how do you do that then?” That becomes your license.

RULE 4 – SELL TO THE ROOM

How many times have you ever recommended a restaurant you've never eaten in, a film you've never watched, or a book you've never read? It's very infrequent that we will recommend others when we haven't experienced it for ourselves. Therefore, if we have to gain referrals, we need to have a number of people who have experienced our products or service

If you were to recommend a restaurant, you'd recommend a restaurant that you had been to yourself, but you would also happily recommend a restaurant if somebody you know, like and trust, had told you



about their experience of eating in that restaurant. We recommend our second-hand experiences as well as first. If in every networking circle, we can give a number of people first-hand experiences, the amount of opportunity it will create for us is huge.

To experience the product or service we can give them a direct customer experience, but it isn't always the case. Perhaps it's the wrong time, perhaps people don't fit your customer profile or demographic. There are other things that we can give to them.

For example: An organization, that sell luxury, high-end, good quality kitchen aides such as bowls, knives, kitchen utensils that make a cook's experience more pleasurable, give experiences of their product or service without giving them the product. What they've done very successfully is they provide potential customers and their referral network with recipes and tips and procedures on how they can become better cooks. That means that they can give everybody the experience of doing business with them or transacting with them without necessarily asking them to part with money.

Can you share some expertise? Can you provide them some knowledge or understanding that would position you as the expert by sharing something that would add value to their work or their life? By having people experience your product or service, they'll find it easier to do business with you and talk about you, creating even more opportunity.

BUILDER

Business Builder – Be easy to buy from

In today's technological age, what we're finding is that small businesses are being compared to big businesses all the time. People buying on the worldwide web are being faced with transactional operations that are so simple. In one simple click, if you have registered your bank details from a previous transaction, some sites can take the payment and arrange delivery of those books to your home address, having done nothing more than logged in to one webpage and clicked one button to buy. The process that may have worked for us years ago are becoming less and less effective because of the number of things that were being compared to, where we were expected to have transactional operational brilliance. Look at your own processes now - how easy is it for customers to do business with you?

To demonstrate this point I'll share a couple of examples that I've witnessed recently because we're all customers too...

1 I was looking to have some printing work done and we had 2 printers that we used for our printing work. One is a fantastic quality print brokerage that provides access to an online portal for us to upload our own artwork to and then arrange delivery and provides us with some very competitive prices. The second printer that we worked with is happy to take a one phone call or one e-mail and in turn then place the business and invoice us in arrears. The online system wanted us to pay upfront so I needed a member of the team to have access to a payment card, which they didn't have at that time. They created barriers that stopped us from buying from them even though they were our first port of call. Our tried, tested and proven supplier that was happy to work with us with an strength of a phone call, won that business purely by making it easier to buy.

2 I made some phone calls a short while ago to some local plumbers. We needed a few bits of work being doing on the house and I asked for a plumber to come out and take a look which he did quite promptly. I wanted him to fix it there and then however he insisted on providing me with a quote. Three and a half weeks later, I still hadn't had a quote. So, I rang him and he told me the price but said that he doesn't like doing any work until the quote is confirmed... I'm happy with the price and I'm happy with him doing the work however the barrier that's stopping me from buying from him is that he had



decided he needs a signed piece of paper in order to do business. In addition to that, he hasn't provided me with that piece of paper as of yet, as such, I've given the business to somebody else who in the first visit, came out, completed the work, provided me with a receipt and took payment by card on the day because they were clever enough to have a card machine.

Look your own systems and process and find out how easy is it for customers to transact with us. Get others to test it and experience every part. Sometimes systems create efficiency. Sometime systems can become sales prevention offices in their own right.

Always be closing – The conditional close

The yes that is all important in any given sale scenario. However, in the real world, customers sometimes ask us to change from our standard terms of conditions. They want to get us to perhaps do something for cheaper or quicker; they're looking for us to in some way give them more for less. With our customers services hat on, when somebody asked us to move away from our standard terms, we become flexible and look to be able to assist and move towards their needs so that we can satisfy their request, but we do it all too easily and gain no leverage in return.

The conditional close

When somebody says to you "Can you do it cheaper?", "Can you do it quicker?" or "Can you include this with it too?", simply respond with "If I can, will you...?"

For example, if a customer says to you, "Can you do that for £200 less than you're doing it right now?", respond by saying, "If I can do it for that price, does that mean that we're going to have a confirmed order today?" You are looking to get something back in return.

I have experience from working with one of the UK's largest furniture retailers and one of the questions that we got asked to move on all the time was delivery lead times. For a number of sales people, when the potential customer asked how long for delivery, they would view this purely as a question and provide them with the direct answer so they would check their resources, look for the required lead time and respond with a time. More professional, trained sales people would respond with a question "How quick do you need it?". That would gain some understanding or leverage as to exactly why they were asking that question.

Let's say in this example that the furniture was proposed to be delivered in 12 weeks but the customer needed it in 6. What some sales people would then look to do is call in their best favour



from the factory, look to secure an advanced quicker lead time on delivery, secure it for 6 weeks' time; only for that potential customer to thank them and continue browsing.

This is a scenario where we should be looking to use a conditional close. When the customer said they needed it in 6 weeks, the sales person simply should say, "If I can get it in 6 weeks for you, does that mean that you'd be placing an order right now?" They go away to make the phone call to the supplier, gain that quicker delivery and come back to the customer to close the deal.

Your conditional close might be somebody looking to try and negotiate you down in your prices, where you to have a respond, "If I can do it for that price, can we get this in return?" In return, you might ask for an immediate decision, you might ask for the contract for a longer period of time or you might ask for an introduction into somewhere else.

Any time you're asked to move or flex, you come up with "If I can, will you...?" Produce a list of valuable things to you. Next time you're asked to move, use that condition in order to be able to close the sale.

When somebody says to you "Can you do it cheaper?", "Can you do it quicker?" or "Can you include this with it too?", simply respond with "If I can, will you...?"

PROCESS

Process Focus – What's in a name?

How confident are you that you can remember the names of all of the important people that you ever meet? The sweetest sound to any person in any language, in any world, is the sound of their own name. This being the case, surely remembering people's names is an key attribute when looking to build rapport with our customers?

When we meet people for the first time, we have so many processes running around in our head and so many things to consider and the reason that we don't remember their name is simply because we didn't hear it in the first place. If you're going to remember names more effectively, all that you have to do is make the conscious decision that remembering people's names is important. You must choose to do it. If you don't choose to do it, your subconscious brain will trump your conscious one and you'll never remember them.

Firstly, it would be great if people could remember you by name rather than just appearance. You stand out in a crowded marketplace by people knowing you by name. By giving our name twice, we give them 2 chances to hear it and we make ourselves more memorable. It's not "Bond, James Bond" its "James, James Bond". By giving your first name followed by your first name and your surname, you give them 2 chances to catch this. I learned this from legendary networking speaker Will Kintish. If you haven't had the pleasure of

coming across Will's stuff, I would certainly explore it further.

We need to remember other people's names too. We need to get around to planting images in our head, gaining memory pegs, finding ways that we can recall those names quickly and easily. The human brain is a wonderful tool, however, most of us are only utilizing the very tiny part of our brain. We also have to understand a little bit about our memory. When learn to speak they look at objects and create sounds that match those objects so people knew what they we're trying to communicate.

The mind works in pictures first but when we try and remember names, we try to visualize the word as letters. We have to create pictures or images. We also need to understand that the brain and particularly the memory is a huge storage sector.

If I was to walk into my local library they have is a system that can tell us exactly where I can find a specific piece of reading material, by section row and shelf. We need to be able to train our brain in exactly the same way that if we want to recall a piece of information, we need to remember where we put it so we can get it quick enough.

I was taught a simple procedure of how to remember names using the acronym, ARI.

A = ASSOCIATION.

We can use the areas of our

memory that are already being used by attaching information to it, by associating it to people we already know. If you met somebody called John, simply think about a John that you know and associate the new John with the John that you already know. You've got to associate them by creating an image in your mind, that might be that they dress like them, that they are stood along-side each other, it might be them in exactly the same place at the same time, but the image needs to be vivid. The first image that comes into your head is the right one.

Surnames then come into play and we can associate these with other people too. I met a chap called John Mosley and when looking to remember John's name, John was easy. I knew several Johns, so I put this John in an image with all of the other Johns I've ever met. To remember his surname I started to think about locations. Strangely enough, John's surname being Mosley, Mosley is a district just outside Birmingham and as you enter it, there's a huge sign that says, "Welcome to the village of Mosley". I took all of the Johns and positioned them around the sign. This makes it completely impossible for me to forget the name, John Mosley.

The other thing we can associate to is a sounds-like. Sometimes, we find names that are a little more peculiar. What we might have to do with that name is to change the way that it sounds to put it into something that's more familiar, or even break it down.

We worked with a guy called Feebus Vandeventer. I don't know many Feebus' and i don't know any other Vandeventer so association became quite difficult. In one of our one day sales workshops we were trying to remember Feebus' name. We decided that Feebus sounds like Phoebe, and one Phoebe we all knew was Phoebe from Friends, the television series, so we stood them along-side each other. We then had to break down the name Vandeventer into a series of sounds like, and came up with van repair man. So the image they created was Phoebe from FRIENDS, repairing a white Van. Now, every time they see Feebus Vandeventer, they think Phoebe Van repair man. Slightly peculiar but the brain can then work back to that being the real name. The more abstract you get with the image, the more likely you are to remember it.

R = REPETITION.

The more that we use people's names, the more likely we are to remember them. When we met people and we're closing conversation, it would be just as easy to say, "it's been lovely to meet you today, Mike." As it would be to say "it's lovely to meet you today." Don't do what some of the telephone call centers do and go to the point of it being nauseous by over using somebody's name in a short period of time. If you're in a group conversation and you can mention people by name, they will get the feeling and the emotion that the whole of the meeting is being stirred towards them. So

it's imperative that we need to use people's names and you will find that remembering that name and recalling it would be far easy.

I = IMPRESSION

Sometimes when we meet people, we choose to remember things that change. Have you ever had somebody come up to you in unfamiliar set of circumstances and say, "Hi, how are you doing? Haven't seen you for ages, what are you up to nowadays?" ... and you're thinking, '...who... are you!?' The reason for that is you have chosen to remember something that is easily changeable. You used to seeing them in a business suit, and here you are seeing them in jeans and t-shirt and trainers wearing their hair remarkably differently and therefore you don't recognize them because the context has changed.

This can be even more apparent with ladies who can dramatically change their appearance when they're on a night out on a Saturday to when they're in a board room environment on a Tuesday afternoon. Worse than that, we choose to remember things like it's the lady in the red shirt or with the silver car. If we chose to remember those things when we meet that person on a future occasion, they won't be wearing the same thing; therefore, the memory becomes useless to us.

We should choose to remember the passport photo; from people's eye brows down to their jawline, out to



their ear line, just literally that facial expression. We need to just take an impression of that part of their face, each time that we meet them and recall the name and attach the name, and associate the name to that image. That way, we're far more likely to remember them regardless of circumstances.

This is not different to riding a bicycle. You have a strategy or system to go and employ to take action on and use - you get better with time. You'll make some mistakes but make the decision to remember people's names more effectively. Learn to associate it to images. Learn to repeat people's name in conversation and equally, learn to take an impression of that passport style photo of their face and then impress that in your mind. By doing so, you'll be infinitely better than you are right now on remembering people's names.

WINNING

Winning language – Questions for a room full of strangers



Knowing the exact words to say to open conversations with strangers is a challenge, however, when you're equipped with the right tools, opening these conversations becomes remarkably simple and easy.

QUESTION 1 "WHEREABOUTS HAVE YOU TRAVELLED FROM?"

Everybody knows the answer to that question which allows them to answer it comfortably and easily. There's a good possibility that you've got some understanding or knowledge of where that place might be and that would allow you to drill down further and have a conversation around that location.

QUESTION 2 "WHY HAVE YOU DECIDED TO COME TO THIS TYPE OF EVENT?"

Again, they'll have an answer. They might say it's to meet new people. They may well have a presentation to deliver. They may have a new product to launch but it will allow you to start to find out more about them.

QUESTION 3 "WHO ELSE DO YOU KNOW?"

They're going to say somebody or nobody, both of which will allow us to have a comfortable further conversation. If they know other people, we find out who they are and perhaps get understanding of who they might be able to introduce us to. If they say nobody, they'll be grateful of the conversation and maybe you'll make them feel a little bit more at ease, being the first person to make contact with them gives you the greatest opportunity of finding how that person can help you and how in turn you can help them.



QUESTION 4 “DO THEY COME TO MANY OF THESE EVENTS?”

It's a comfortable simple question to ask, we learn from it and they can answer it simply and easily. We understand how experienced they are in a networking environment, how big their reach is and how strong their network is.

QUESTION 5 “WHAT ARE YOU GETTING FROM THE EVENT SO FAR?”

It evokes a little bit more emotion. You can't ask that question at the very beginning of an event but if you bump into somebody some time into an event, you can simply ask them if they're enjoying the event so far. They'll give a response, start talking about what they like about it. You can share what you like and you're into a conversation really quickly and easily.

QUESTION 6 “WHAT TYPES OF PEOPLE ARE YOU LOOKING TO MEET TODAY?”

We can be a little bit more direct sometimes but still open a conversation quite easily. I don't know anybody who attends networking events that isn't looking to meet new people. If in your first transaction you can give them an experience of doing business with you that's a pleasurable one, perhaps introducing them to some valuable people to them, then your chance of having a long-term successful relationship with that individual adding them as a successful contact to your network is significantly higher

QUESTION 7 “HAVE YOU BEEN HERE BEFORE?”

It's a direct, closed question; they're going to answer a yes or no, but it will allow us to ask them further questions on from there. If they say yes, we can ask them what it is they've got from previous events and why they decided to come back. If they say no, we can ask them why they decided to attend on this occasion. So sometimes, we might need a series of questions in order to be able to get into that conversation, but to create opportunity is the power of our questions - not how exciting or interesting we are.



Spend the time working on your questions. Elaborate on some of those examples I've provided you with today. Think about creating your own list of questions that has you comfortably opening conversations with strangers, without only having that one cliché, default option of “so do you come here often?”

INTERVIEW

Guest Interview- Chris Brindley

Today's guest interview is with Chris Brindley. Chris is an energetic, successful self starter with excellent communication skills. He's got proven success as a business leader, consulted trainer and keynote speaker in private and public and or charity sectors. With specific success in the sports industry and blue chip clients include Professional Football Association, England and Wales Cricket Board, Manchester United, Sport Wales, Sport England, County Sport Partnership, Rugby Football League, Total Swimming, Racer Bar, the Leadership and Sales Academy, Heineken, and need I go on...

Phil: Chris, welcome to Accelerator. It's a delight to have you here today.

Chris: Thank you Phil. Great to be here.

Phil: Superb. So what's new with you Chris?



Chris: I just moved in to a new lot at the moment and it's moving away from the Energy industry into financial services which is really interesting, lots of challenges. Think what I'm noticing in the financial services industry is a real revolution, away from working reporting to look after customers but actually I'm noticed that custom has been more demanded on to the first time in history, starting to think about moving their suppliers which again happened a lot in the energy industry. So it's really interesting to see a new movement of customers away from some of the traditional suppliers and switching to the new suppliers and I'm working for one of those new suppliers.

Phil: Okay, what do you see is some of the biggest catalyst or reasons for people to perhaps consider moving from an existing incumbent supplier to somebody new?

Chris: I think a lot of customers have put up with full service. Mainly because either the ability to move suppliers is prohibited, more people for example get divorced in the UK than move bank accounts because actually there's lots of paperwork in getting divorce, so the existing suppliers have found it quite easy to retain the customers despite providing full service. I think now, customers are getting a little bit fed off with that and instead of being treated like a number, they're genuinely once these suppliers that think of them as individuals. An example being, if you take traditional banks, they tend to open after most people have arrived at work and they close before most people leave. I think that's really unfair. So customers therefore have to use their lunch hours to get a service. Now, some of the suppliers I'm seeing are starting now to open 8 o'clock in the morning until 8 o'clock at night when it's a Friday, starting to open their stores on a Saturday until 6 o'clock and actually there are some suppliers that are now open on a Sunday in 11 until 5, and that is meeting both the personal customer and also the business customer and actually really thinking about what they want from their suppliers. For me, that's very, very different and I think most customers now have seen the value in them. A start in their busy lives to be able to fit some of their financial services,

shopping, one of the better word, when it suits them rather when it suites the traditional suppliers.

Phil: Okay. You know, many of us in the business are not only looking to increase the size of our market, we're looking to win market share from our competitors; how important do you think it is to have these points of difference from your bigger competitors if you're looking to steal market share?

Chris: I think that is the key thing for it. And why do I say that? I think a lot of the big businesses could often match - they could match open hours and they could match technology. I think the real differential is actually the people. It's whether that telephony or whether that's face-to-face. The one thing you can't replicate quickly is great custom service or great culture. And I think, again, the traditional suppliers in lots of industries have been lazy and complacent and I talk around the difference between Woolworths and Asda for example. Woolworths has entered the retail market in the United Kingdom in 1909. They had a very simple but effective business model. Millions of customers accepted that business model and Woolworths were very successful. Asda however didn't just focus on the existing business model. They look to what could they do differently with their customers. An example of that is when they were one of the biggest food retails, they realized that their customers wore clothes, well that's not rocket science, what they realized is that their customers purchase clothes from somebody. That said about the adverts of George brand in Asda. It brought him a bigger market share, where it was Woolworths just carried on doing the same old things. Asda moved out of town. Asda have free car parking. Asda had all the services such as dry cleaning in their stores and over a period of time, some of the town centers where Woolworths is based actually became less and less visited. And all Asda kept doing is what does the future hold and how can we help our customers. And that's why Woolworths unfortunately closed over 600 stores and made 50,000 people redundant, whereas Asda continues to go from strength to strength. It's about their customer.

Phil: Chris, you've had a career that has been abundant with successes in a variety of different guises, won countless awards, and for so many other people's definition of level of success that many people who achieve, what does success mean to you, from where you're at right now?

Chris: I have a mission statement for which I will share with you. The mission statement is this, consistently deliver outstanding results and develop winners in life. Beneath that statement, I have 3 pictures. I have somebody crossing the finishing line first. I have 3 arrows in a bullseye and I have somebody in the top of the stairs and somebody at the bottom of the stairs and the person at the top of the stairs is helping the person at the bottom of the stairs up. So, let me explain the statement, consistently. I like to be consistent and I think the people who work with me and customers want me to be consistent to they understand what I'm going to do. I want to deliver, not talk about, I want to deliver results. I see a lot of people who have great arriving plans but ultimately they don't deliver. They talk of good game but they don't deliver and for me, being judged on how well I execute is very important so I'd like to get a reputation for delivery. Outstanding. I think when you wake up in the morning, mediocrity comes with that. So, I don't think it's hard to be mediocre. It's our start point. I want to be recognized what my team recognized at being outstanding. Outstanding in the way we meet with our colleagues, we do work with our customers, we do work with our suppliers. It takes a little bit of extra effort but ultimately, people want to do business with you if you're outstanding in meeting their needs.

I want to get measured by results. I've worked in sales, I've worked in customer service, even at school we get measured by results. So to try and hide from that fact, I just think it's crazy. So I want to get judged by the results. Getting results sometimes you could do it the wrong way which is why the second part of my mission statement is really important. I want to develop winners in life. Not just at work. I want people to be great at who they are and what they do. I have been fortunate enough to lead thousands of people in business. If I lead them badly, I know that the conversation on the

INTERVIEW

Guest Interview- Chris Brindley

dinner table at 9 is going to be about how badly I run business. Likewise, if I lead that business well and somebody says, "Did you have a good day at work today?" somebody will say, "yeah, we did this, we did that, and we did the other." So I want to develop winners in life, an example being; if you're a parent in my business and it's sports day, you don't need to come to me as ask for time off, I will make sure you have that time off, because if you have 6 year old son or daughter at sports day, when they're competing, they'll look for one face in the crowd and it's going to be Mum or Dad and therefore I want to make sure you're there because for me, I want to be flexible. I know if I'm flexible with you as a leader, you will be flexible with me as an employee and as a colleague, and between us, we'll focus on the important thing which is the customer. So that's my statement.

Let me talk briefly about the pictures. I think it's okay to win and I like to win. I want to do it in ethical way where everybody who has been involved in the team winning has felt good about that.

The three arrows in the bull's eye, we don't just get one target in life. We don't just get one target worth, we have several targets. Some of which on the face of it, might appear to be conflicting. I like to hit all my targets - whether that's risk, whether that's customer, whether that's sales. Actually, it takes a bit more effort again to work out how you're going to hit all of the needs. So if you work in a regulated environment, then definitely, you have to meet your risk targets. Well that shouldn't mean that you do no sales or you're just obsessive about the customer and to the detriment of one of the partner business. We have conflicting objectives in occasions. We need to be smart about how we achieve those.

The last one is the most important one for me. Actually, I think I was brought on this planet to help people and honestly if you're at the top of your game, and you're not helping somebody, then I don't think you can be the best you can be in your team because there's always be somebody who has got a little bit less experience, maybe someone who's got less skill and therefore,

those people who have the skill, have the experience, have the results, I'd want you to share that and it's by sharing that with all those in and around you, that's how I believe you build great Teams.

Phil: Ok, fair enough. I'd love to invite you back at some time, a year or two from now, and see as your career progress what more we can learn from you. But in the interest of wrapping things up, what one question do you wish I would have asked you today that will allow you to share some more of your key lessons and other information.

Chris: I think the question I would have loved you to ask me is, how do you bounce back from a poor appointment, a poor meeting, a poor day, a poor week, because people have asked me about different qualities throughout my career. There's one quality I always go back to and that's resilience. For me, of all the competencies of all the values, the one that I would want to talk most about is resilience. As you go through life, obstacles will be put in your way. So, I'm almost approaching 50 now so I can tell lots of people about the obstacles and how you learn to deal with those is really important. I as become older and wiser, I learned to look around corners and avoid things happening. But there are still obstacles and every day I come across obstacles. I've got a choice. I can give up or I can overcome the obstacle. And actually, building up resilience level, knowing the obstacles are there, for you to overcome, learn, and be better in who you are and what you do, for me, the competency I want to talk more about when we get to the next time.

Phil: Fantastic. So today, we've learned about your experience in customer service and how important it is to stand out in a crowded marketplace. We talked about leadership and some of the key ingredients that go into the success of somebody being at the top of their game and you've added into that the importance of resilience, the ability to bounce back. I've really enjoyed discussing and going through things with you. I'm sure people are thinking where can I find a little bit more about Chris?

Building up resilience level, knowing the obstacles are there, for you to overcome, learn, and be better in who you are and what you do, for me, the competency I want to talk more about when we get to the next time.”

Chris: I think my LinkedIn profile is probably a little bit more about me. If people want to get in touch with via LinkedIn or want to ask me some questions, I'll happily get back to them. Time is time and we are all busy so if you could put some questions on my LinkedIn, I'll be happy to get back to them on that. Meeting people face-to-face is always going to be a challenge but Phil if you're at a conference and maybe you've got a spare slot, I'll be happy to join you one day on stage.

Phil: I'd enjoy that. Chris, it has been a pleasure. Thank you ever so much for joining us today. I look forward to catching up again soon.

Chris: Thanks for the opportunity Phil and best wishes to everybody.

SIMPLE TIP

Every time we meet people and we ask great questions, we acquire valuable information that could serve us later on; names of others in the family, key dates and important activities within their life. Unfortunately we forget to take these important names or valuable pieces of information and remember them.

To remember them all would be impossible; we couldn't remember the names of our best customer's dog or where they went on a holiday in 2008, but what we can remember to do is to find a way of recording all that valuable information. When you gather it, write it down, record it and then remember to check that source of information every time you pick up the phone, meet with or make contact with that individual, so you're refreshed and revitalized with all of that material. For us, we document it in our CRM system. For you, you may use a paper-based system or you may use an online database. Whatever you use, the tip is to record that information and remember to revisit it before you speak to that person again.

Stop losing invaluable information



MAGIC WORDS

What's going to be easier...?

The Magic Words section is a chance to explore some specific words that talk straight to the subconscious brain. They gain decision quicker and easier from our customers particularly when negotiating or particularly when you bump into scenarios or indecision. If any of you are unaware of what the subconscious brain is, the subconscious brain is that little voice inside our head. If any of you are thinking that we haven't got a little voice inside your head, it's the little voice that's telling you right now that you haven't got a little voice. The beauty of the subconscious brain is that it acts just like a computer. It only has yes/no options and it makes decisions for you far quicker than the conscious brain. Therefore, as sales professionals, if we can talk straight to people's subconscious brains, we can get them to make the right decision, quicker, easier and more effectively without entering into any conflict scenarios.

There are 2 simple rules that make these words so powerful.

Nobody likes to feel pressured or pushed into making any decision even if it is the right decision. So if we can present things to people with a variety of options, where they make the final choice, chances are, they're going to own that decision for a higher and they'll make that decision far easy.

People are lazy. They pick the path of least resistance. So if we can present the option we want them to take as the easiest one, then we can get people from indecision to making the decision we would like them to make, really quite quickly and easily.

These magic words are the question "what's going to be easier...?" If you presented them with two contrasting options, they will pick the part of least resistance so providing you've addressed your option as the part of least

resistance, they'll pick it. They then own the decision.

Example 1:

"What's going to be easier? Continuing to what we've asked, receive great service and have no hassle or move your services to somebody new or run the risk of interrupted services and have an international call centre handle your questions as oppose to somebody like me?"

In that example, you can see how we present 2 different options, but staying with the existing supplier is the easier option. We can present the same counter argument if we wanted to get somebody to move to us as oppose to stay with an incumbent.

Example 2:

"What's going to be easier? Continuing to receive bad service and over-priced products or completing a simple one-page form and letting us take care of everything for you?"

When we give people two choices, all we provide in terms of the option we don't want them to pick is a shopping list of scenarios that aren't good news. By balancing it with the option we'd like them to choose, we provide them a series of benefits so they see the results of what's in it to them.



We've covered so much in this program that you couldn't possibly take action on everything that we've shared, but please commit to yourself to a couple of strategies or skills that you know are going to add value to you and your business. Commit yourself to take action on those. Go out and see what it is that you can do and please enjoy the results that they bring and do share them with us. We love to hear your successes.

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