

THE EXTRA POINT

BY JERRY ROBERTS



178 The New Business Strategy – Be Nice

It's the latest business strategy, endorsed by a famed billionaire. I'm Jerry Roberts and what if I said that I have the authority to spill the beans and give you complete details on how to use this strategy? Stand by, it's coming next, on The Extra Point.

The famed billionaire I referred to is the owner of the NBA's Dallas Mavericks, and star of ABC's "Shark Tank," Mark Cuban. He's also a software developer and lists his net worth at an estimated \$3.9 billion.

Cuban is described as a tough negotiator and has a legendary work ethic. That said, when asked what has made him successful, he doesn't leave the conversation at just those elements. In an interview this year in Vanity Fair magazine, Cuban said that his business success relied on a simple skill that anyone can develop. He said, "One of the most underrated skills in business right now is being nice. Nice sells."

Wait a second, Mark. Be nice because nice sells? That's your secret?

In the interview he stated, "Early on in my career, I was like bam, bam, bam, bam, bam – I might curse. I might get mad. And then I just got to the point." No small talk, never mind relationship building. He was the bull in the china shop and powered his way through his transactions.

Cuban then said, "I wouldn't have wanted to do business with me when I was in my 20s...I had to change, and I did, and it really paid off."

I don't know how this makes you feel, and I'm frankly not sure how I feel. We're taught at a very early age to be nice to people by our parents and grandparents. "Nice" wasn't a strategy. It's what you were expected to be.

And now we're at a place where just being nice to people is highlighted, in Cuban's words, as an "underrated skill." When I first saw this I thought, "Mark, what are you talking about? How could being nice to people be underrated?"

To be underrated means that something is not held in high enough esteem, not respected. And underrated usually goes hand in hand with underutilized, and then it hit me. He's right. But, being nice is boring, it's blahh! Who wants that? It's much better to be rich, to be powerful, to be young, to be beautiful, to have great hair, to be cool. Now you're talking. There's nothing underrated in any of those.

One of the first things that attracted me to Guam in the 70s, was how nice people were. Friendliness was in the air. And Guam still has friendly people, but we all know that our island is not as friendly as it once was. All of America, not just us, is not as friendly as it once was.

Mark Cuban is a smart guy and if he says that being nice has increased his net worth, I believe it. So, I want you to go out of your way to be nice to others, starting right now. Today, be the nicest person that everyone you meet, will ever meet. Make them say, Wow! Now that person is really nice." Do it for your employer. Do it for your coworkers. Do it for your customers. Do it for yourself.

Be nice. It's a winning strategy.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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