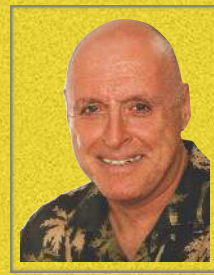


THE EXTRA POINT

BY JERRY ROBERTS



571 The Guaranteed Formula for Success Right Now

If you're looking for a foolproof business strategy, one that will guarantee success as you get back to work, I've got it for you. I'm Jerry Roberts and today, I'm going to lay it all out for you, next on The Extra Point.

If you're back at work, let me ask a few questions. Doesn't it feel good? How about seeing your coworkers? Is your energy level a lot higher than it was when you were sitting home every day?

If your organization is open and you've got a job to go to, that's something to be grateful for. There are thousands of people who still don't have work to go to.

You do, and therefore you're striking a blow against the virus for those who are still home, and may be home for a while longer.

It's time to appreciate your coworkers, up and down the organization. Talk with them, share stories, show you care.

Appreciate your customers. They made a conscious decision to come to your place of business. They voted for you, with their wallet.

Talk to your customers. Make them know that you're glad they came. Look them in the eye and thank them for choosing you. Treat them as if they're the most important person you'll see all day. They are.

Before they walk out the door give them a 10-second speech, which goes something like this: "Thanks for coming in today. I know you had a choice and could have done business elsewhere. On behalf of our entire team, we're grateful you chose us. Take care, stay safe, and please come back and see us again when we can be of service."

You've got a tremendous opportunity to win business to your company because — quite

frankly — a lot of companies won't ask their workers to make such a speech. They'll allow their workers to fall back on old habits of barely expressing any sort of gratitude toward the customer. They'll just do what they've always done — take the money, maybe look up at the customer, maybe smile, maybe say thanks. But it will be what it always has been...robotic.

It won't have the same impact that your speech will have, as you lock eyes with your customer and connect, while you make it clear that you're legitimately grateful.

If you make the genuine effort to make that connection, your customer will want to come back and see you again, and perhaps more often than they'll see your competitor. In the world of business, you picked up market share.

It's a strange time and buying habits are going to change, and nobody can tell you with a great deal of certainty how they'll change. A year or two from now we'll be able to look at statistics and analysis that will tell us what changed and how, but now we have to try to figure it out in real time, so that we can do a better job of marketing and providing value, and yes, capturing that market share.

One thing is for sure, and you can take this to the bank. Showing people personal attention and gratitude always has and always will be the winning formula in business.

Do these things and you can't go wrong.

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

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