



DECEMBER 2018

Saying “Thank You”

Last month Barry had a birthday and among a number of greetings received 3 corporate e-mails wishing him Happy Birthday. Each of them contained a gift which he could take up if he wanted.

The first was from our gym who offered him a free week's use of their facilities for a guest. Not too much originality there!

The next was our local pub who invited him to come in with a friend for a couple of FREE drinks. The pub is at the end of our street so that will certainly be taken up

The last message came from British Airways on his actual birthdate thanking him for being a long and loyal customer.

What did they offer? 2018 Free Avios points.

The offer was so unexpected, topical and original it brought a smile to his face.

He hasn't used BA in some time but that could change now.

At this seasonal time do you have an original offer to make to a client – current or past – to say 'thank you'?

It could pay dividends!

A phrase that pays?

We went out looking for some new specs recently and after looking at a number of opticians we went to our favourite advertised brand “Specsavers.” (We might have liked their advertising but had never visited a store). They are the UK's No 1 opticians and have run the brand slogan: “Should have gone to Specsavers” with great success.

We told the sales assistant how much we liked Specsavers' advertising and mentioned one of our old favourites – The Sheep Shearer.

This got no reaction! So we looked around the store and found only product material no image/ brand stories.

When we asked about this we were told the store was a franchisee. End of conversation.

There's an old advertising line “the phrase that pays”. Specsavers have one and who knows what extra sales they could pick up by having it there at the point-of-sale.

Do you have a “phrase that pays”? Never miss a chance to tell people what you stand for and what you can offer them.

The power of stories.

We were recently training a delegate who was running her own workshop. She was nervous and didn't want to move from a script which went straight in to the first slide. (A common problem.)

We suggested she opened with a story to make her audience relax, feel comfortable and start to imagine. Research shows that 63% of an audience remembers a story after a presentation while only 5% remember a fact.

We learnt a long time ago that every presentation needs a fresh original opening – you need to surprise.

Our delegate came back to say she's: "now looking for more stories because they helped to convey the points of the workshop so much more clearly, interestingly and memorably."

And one of our favourite stories ... one you could use to help your team or client to think again about their actions Enthusiasm is not enough!

A medieval knight, late one afternoon, was returning to his castle and he was a pitiful sight to see. His horse was limping and he was sitting askance in the saddle. His armour was dented, his lance was broken and the proud plume on his helmet was crumpled and hung over his face. The Lord of the castle rushed out to meet him.

"What terrible things have befallen you, Sir Percy?" he asked.

"Oh sire" he said. "I have been labouring all day in your service, robbing and pillaging your enemies to the West."

"You've been doing what?" exclaimed the nobleman.

Thinking he was hard of hearing, the knight replied much louder, "I've been robbing and pillaging your enemies to the West."

"But I haven't any enemies to the West." was the horrified reply.

"Oh!" said the knight. And then: "Well I think you do now."

And finally...

A lawyer dies and goes to Heaven.

"There must be some mistake," the lawyer argues. "I'm too young to die - I'm only fifty-five"

"Fifty-five?" says St Peter. "No, according to our calculations, you're eighty-two"

"How'd you get that?"

St Peter says "We added up your billable hours."

Good luck with your stories and presentations & all best wishes for a happy and successful 2019.

Barry Graham & Sally Clare

