



What's the Story?

August 2017

"Great tippers make great lovers!"

We were in our local coffee shop recently and couldn't miss this eye-catching headline – "Great tippers make great lovers" - positioned above the shop's tip jar. Everyone likes to believe that they are above average drivers and above average lovers! Not surprisingly, the jar was full.

It reminds us of when we run our [presentation skills workshops](https://goo.gl/Lt6fMF) and we want to get our delegates' total attention. Our pitch goes as follows:

"There are a number of benefits in becoming a good presenter: you get promoted – you earn more – you are looked up to by your peers.

And finally as an American research study shows: **Good presenters make better lovers.**

Why? A good presenter cares about the needs of their audience above their own. If the audience is satisfied, the presenter will be too."

After saying this we certainly have their attention, involvement and keenness to learn!

What benefits are you offering your audience?

"It's a false economy, stupid!"

A delegate at a recent workshop told us how he improved his relationship with his client by doing what he felt was right rather than what finance had decreed. He had no budget for 'entertainment' so he invited his client out for a drink knowing he could not reclaim the costs involved on expenses.

He has done it several times since and there has been a noticeable improvement in their business relationship. The client now buys drinks too.

Thanks to an improved personal relationship, he finds it's a lot easier to sell the agency's ideas and business is going better because of his personal investment.

We know this may not surprise anyone involved in Sales, but it does show that to get the results you want, you sometimes need to take the action that's needed, even if you cannot recover the cost from the Accounts Department.

The better your relationships: the better your outcomes.

Seeing the world gives us greater insights and stories to tell

We visited Norway in May and were impressed by its beauty and its determination to do the best for its citizens by protecting the environment. Interestingly, Norway has registered more new electric cars in the first quarter of 2017 than petrol and diesel combined. In the rest of Europe there are plans to move away from petrol and diesel cars over the next 20 plus years. Norway has done it already. **Don't put off to tomorrow what you can do today.**

We went to a resort last month - Juan les Pins -just down the road from Cannes famous for its film and advertising festivals. Juan les Pins has a world famous jazz festival – it was the first of its kind in Europe and runs for 10 days, every night from 8.30 until late.

In a wonderful setting on the beach you hear legendary singers and musicians – among this year's were Sting, Tom Jones, Gregory Porter – bringing the place alive. We heard a lot of great music but also sat through some which even the most informed jazz enthusiast thought was rubbish! But these moments helped to underline just how good the others were. If you get a chance go – it's on again July 2018. www.jazzajuan.com.

Finally, we're planning to go to the World Athletics Championship in London this month – August 4-13. We wanted to see one of Usain Bolt's final track event [he's retiring from athletics] and assumed he would run in the 200 and 100 metres races and were able to book tickets for the 200 race. We now know why – Bolt's only running the 100 metres and the 4x100m relays.

But all is not lost – we will be seeing the World and Olympic 400 metres Champion, South African Wayde Van Niekerk [<https://www.youtube.com/watch?v=xG91krXuxyw>], making his first appearance in a World Men's Championship at 200 metres.

Niekerk is the only athlete to have run the 100m in under 10 secs, the 200m in under 20 secs and the 400m in under 44 secs. Bolt predicted Niekerk would take on his mantle. We can't wait to see him. **You can benefit from your mistakes.**

Keep a daily storybook – it will become a rich source of inspiration for you.

A final thought - as Mohammed Ali said:

“Champions aren't made in the gym, they're made in the heart.”

Good luck with your stories, presentations and pitches in 2017

Barry Graham & Sally Clare



28 Gloucester Road, Richmond, Surrey TW9 3BU T: ++44 (0)208 605 3782 M: ++44 (0)7976 919057 W: speakersco.co.uk