

What's the Story?

Best Face

We flew to Lausanne last month to run a workshop and the airline lost our luggage.

It was early evening, the queue to report the loss was long and very few shops were still open for essentials such as toiletries, shaving kit and make-up.

We were both adamant that we'd have our 'best faces on' for the morning's workshop!

Luggage-free we set off for our hotel, only to find our reservation had been lost. Luckily, even though they were 'fully booked' they found us a small bedroom at the top of the hotel.

Knowing that bad luck goes in threes, we were wondering what was going to happen next.

The next morning, after the best showers we could have, we dressed and went to the agency with our best faces on.

Of course, nobody noticed we looked any different from when we last met them. We looked as relaxed as they did because we were not anxious about the workshop itself. We knew we could deliver because we had kept all the workshop material, our laptop and video camera in our carry-on baggage.

You might be wondering if a third thing did go wrong? Well not really but the airline was delayed on our journey home due to bad weather in London.

Remember the power of 'putting your best face on' even when the unexpected happens.



Selling Ideas

"Everybody lives by selling something" Robert Louis Stevenson

The better we are able to sell ourselves and sell our ideas, the more effective we become in our relationships with clients and colleagues.

Our [Selling Ideas workshop](#) has always been popular with creative people, but now we've made it relevant for media and PR agencies who would also benefit from selling more creatively to clients.

Audiences want to see your conviction, passion and belief in what you sell. The more

you show these, the more likely it is that you will be successful and gain your clients' trust and respect.

A survey of financial advisors in the USA highlighted what they saw as the three most important selling qualities:

1. Their ability to listen
2. To build trust
3. To empathise with their clients' needs.

Qualities applicable to any selling situation...

Finally, we like what the creative man [Steve Harrison](#) said about selling ideas:

“The best way to sell (and the best way to build a relationship) is to win their respect and they will respect you most if they think you know more than they do.”

People want to buy from an expert – so make yourself the expert in your business.



Ladder To The Moon

We recently worked with a small charity whose aim is to bring innovation and creativity into care homes.

We learnt that companies that strategically invest in creativity and innovation out-perform their competitors.

[Ladder to the Moon](#) creates original programmes to help members of care home staff from the bottom up to feel inspired and empowered to express themselves, enjoy themselves and so bring this innovation and creativity to everything they do with their residents. The residents are happier and so are their families.

Imagine how happy you might make your clients with an attitude like that !

Good luck with your stories, presentations and pitches in 2016.

Barry Graham & Sally Clare

