

COACHING FOR RESULTS

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HOW DUMB ARE YOU?

Over the last few months I have been increasingly amazed at how few, particularly in sales industries, have taken advantage of today's technology and are using it to it's best effect.

Today's business is about doing it smarter, not harder, but few seem to be applying the tools that they have available.

I have often spoken about the value of developing your database of past, present and potential clients, but before we go on with that, let me remind you of the principle behind this.ie.

The law of interattractiveness

G= $M1 \times M2$

D2 (squared)

Now of course you all remember this formula from school days?

Sometimes known as Newton's Law of Gravity.



"IT'S ALL ABOUT
"RELATIONSHIPS".

Gravity = Mass1 multiplied by Mass2, divided by Distance squared.

Some of you who have spent time studying with me will know this as one of those "*Generalised Principles*" that I often talk about ie. A principle that applies in all things in life; physics, relationships, finance, romance and potplants.

What on earth, you ask, has this got to do with sales and developing your business?

Without going into the scientific answer on this, (for those who would like that, see newsletter volume 20)

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it's all to do with what rate you spin/rotate with your client's and develop the relationship, based on adding value to them.

The last time I wrote about this I was recommending that you be in contact with every person on your database at least 4 – 6 times per annum.

With technology advancement this has changed and the best performing individuals and organisations are in contact some 12 – 18 times pa.

How? Well of course the answer is in how you are receiving this newsletter. It's simple and cost effective ie. It costs 25 cents to contact your entire database!

I was recently conducting a sales seminar where a number of those present were confronted with this, immediately complained that the "company" had not purchased computers for them. I then asked them who had a computer at home. Guess what? They all did, and not only that,

they all had an email address. Unfortunately, none of them were using it to develop *their* business.

Let me ask you another question. Are you a product or service seller or a relationship marketer?

As a general observation, most would like to think they are relationship marketers, but in fact only sell service or product. The simple fact is that in today's world, where more and more people are purchasing service or goods through the Internet, if you don't become a relationship marketer, you won't survive long term.

Not unless you have a monopoly or a competitive advantage that no one else can match. Most times there will always be someone who can provide the same service or product cheaper and faster than you can.

There are many examples around the world already eg. Amazon.com – who have revolutionised the way many buy not only books, but also many other products.

In the USA I am told that 68% of all residential properties that are sold, have received a "hit" on the net prior to purchase. 16% are sold without personal inspection. In the printing industry I am told that it can be up to 30% cheaper to order, purchase and have shipped from China.

In essence we are in a world economy, where our clients can shop for price and quality, unless they have developed with you such a strong relationship that they won't go looking elsewhere.

The key is to the constant interaction and the development of your "add value" process to your client.

How and what do you add value with? Well this is the question that all ask, and I'm not going to give you the answer right now. First understand the principle, but the **key** is in the implementation of it!

B.E.G.

I would like to invite you to our first **BUSINESS EMPOWERMENT GROUP** for the year 2001.

Coaching For Results was born out of a need for selective and ongoing training with Company's or with individual leaders.

Ongoing learning is not only the key to "**doing business smarter**" it is also the key to personal growth and being part of a team.

After all, we are all after "**Increasing the bottom line**" not only in difficult trading periods, but more importantly in high growth periods.

Commencing Sunday the 15th July at 4.30 PM and concluding Tuesday .the 17th at 4.30 PM at Deakin University Geelong, two and a half days of FUN packed HUGE learning.

Including:

- *How to break out of SCARCITY mentality and enjoy PROSPERITY consciousness!
- * What is holding you and your team back from achieving a higher level!
- * Understanding how working as a team far outweighs the benefits of individual performance.
- * Attracting more quality clients.
- * Procession, Leverage, Timing, Lag.
- * 21st Century LEADERSHIP Strategies.
- * Dramatic increases to your Bottom Line.
- * Stress Management.
- * Abundance thinking.
- * More JOY and Success

Your Investment for the two and a half days is \$1295.00. So call or email now to find out more details.