

David Jackson

THE STROKES FOR DIFFERENT FOLKS...

What you say and how you say it, can have a tremendous affect on your team and your customers.

It's a fact that the average human being has 135 different needs! If you were asked to complete a list of those needs you would probably come up with between 12 and 20. That means there would be about 115 needs you couldn't identify!

So, what is a need?

A need is an unsatisfied desire, eating away at the inside of your team member or customer, wanting fulfillment. It is something that people need to have done to them - we all need to have our needs met. If your spouses needs are not being met in your home, he or she will go to someone else's house to get their needs met. It's the same with your team members and customers.

When their needs are not being met, they will find somewhere else to work or buy. That's why it's paramount to treat their many needs with respect, dignity and promptness.

Lifetime customer value

Carl Sewell in his book, 'Customers for Life', claims that "a lifetime customer" will spend US\$332,000.00 at one of his 10 car dealerships. I wonder what value you put on your customers? If all your customers were worth US\$332,000 each, would you treat them better? I think so?

We will always go back to a place where somebody makes us feel good.

So, our mission is to:

- Make people feel good
- Create a phenomenal database of customers
- Offer an exceptional referral system
- Understand that needs satisfaction is vital to all business success.

Behaviorists tell us that the #1 strongest of all human needs, is the need for recognition. The need to know that we occupy a valuable space on the face of the earth. We need to know we are valuable, worthwhile human beings.

When we make people feel of value, they bond to us, automatically. I use the term "Stroking" for making people feel of value. Strokes are units of recognition.

Visualise each morning getting out of bed and putting a quiver on your back - a quiver of tiny little arrows with a teeny little bow. Your goal - fire as many arrows of sincere 'stroking' as you can each day.

"Good morning Bill", (thwap - another arrow fired).

The real worth in this is, the transmitter and receiver equally benefit. You feel good saying it and they feel good receiving it.

One law of humanity says the goodness you send out comes back tenfold. *Try it - it's true!*

Different sorts of "strokes" you can deliver to your team members and customers are:

1. Ritual strokes

"Good morning", "Good seeing you".

2. Mail strokes

Cards, memos, thank you notes that make people feel very, very special.

3. Phone strokes

People appreciate the fact that you are concerned enough to give them a call, particularly when it is not business related.

4. Time strokes

Spending quality time with people gives them a great feeling of self worth.

5. Talk strokes

Maybe we should rename this LISTENING strokes. Listening is the highest compliment you can pay to a person.

6. Touch strokes

A pat on the back for encouragement goes a long way. Touching heals many concerns.

7. Positive strokes

This is the warm feeling generated from one person to another when you say something nice:

*"I really value you",
"Wow! You, look sensational",
"Congratulations! Heard you just fell pregnant..."*

And, always remember, exceptional human beings never devalue others - *not even in jest!*

Lastly, and most importantly, don't discount someone when they give you a stroke. Practice just saying, "Thank you very much, I appreciate it!" It will make the both of you feel better.

I wish you lots of stroking! And, with stroking, the more you give, the more you get. Keep giving, giving, giving and you'll get, get, get!

David Jackson CSP is known as the "Sales Doctor". He has produced more than 20 Human Empowerment videos and two books. As a professional speaker, David inspires his audiences to become the best they can! He is a true Sales Master.



David Jackson CSP – Speaker/Trainer/Author

Ph: (02) 9700 9333 or 1300 008 880 Email: davidj@thesalesmasters.com Web: www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018

don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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