



Seven Human Traits . . .

...how to sell to them

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by

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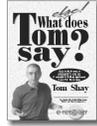
Seven Human Traits how to sell to them

1. We insist on being able to make a choice
2. We pursue our wildest dreams
3. We are obsessed with bigger, more, and greater
4. We are always looking for ways to save time
5. We are quick to forget a mistake that someone makes
6. We are always looking for ways to improvise
7. We always want the latest

With reference to *The Stuff Americans Are Made Of*
by Josh Hammond and James Morrison

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Frontrunner

By Tom Shay

SOUND ADVICE FOR BUSINESS

Sales of items that have the logos or mascots of the universities that have won a national championship in the past year are in hot demand. Some of the people who are buying this merchandise are steadfast fans, while others are the "Johnny-come-lately" type.

Kids use the term "frontrunners" to describe other kids who have suddenly decided to become fans of a championship or popular team. This newly popular team has done something to greatly enlarge its fan base.

Frontrunning is also apparent in the retail marketplace. For example, mail-order catalog specialists *L.L. Bean* and *Land's End* have become household names. Among department stores, *Nordstrom* is known for its legendary service. Attend almost any tradeshow, and you can usually spot the current frontrunner manufacturer or wholesaler by the manner in which it has presented itself.

People want to do business with frontrunners because they traditionally make such an effort to take care of their customers. Creativity in marketing is crucial if you want to join the ranks of the frontrunners. Look around your business and decide how a creative surge can benefit it. Ask yourself the following:

Will your employees (your "team")—or the physical appearance of your facility—benefit? What is the state of your various departments? Have you recently updated your selection of merchandise and the services that you offer? How will your efforts benefit customers?

Rearrange your duties and your team's duties to accomplish the objectives you've laid out. Come into the business earlier and leave later. Make the extra effort and let team members know that a sacrifice is being made to make a difference.

If you decide your facility doesn't need a creative touch, keep in mind that facilities without a positive attitude also seem to have a way of standing out. There are few long-term employees, there is no "snap" in the appearance of the facility (it always looks the same), and customers are there because of need—not want.

There will probably also be a need to "gamble" financially. The first gamble that most businesses will think of is to increase inventory levels. If this is necessary, begin with the department or product line that has shown the most growth within the past couple of years.

Prepare for the unexpected, such as unseasonably warm weather early in the season. Empowering employees with the right kind of knowledge to help your business through such a crunch time strengthens the business team while serving customers. By meeting with your staff, outlining the problem and opportunity, and demonstrating your willingness to give "frontrunner" service, your team members will be excited about this commitment to excellence.

BONUS ARTICLE



Frontrunner (continued)

By Tom Shay

SOUND ADVICE FOR BUSINESS

One business experienced an opportunity for becoming a frontrunner when the business was broken into twice within a month. The burglars cut through a chain-link gate that was on the extremity of the free-standing business. One of the team members suggested a solution to the security problem. The suggestion was reviewed and quickly implemented—and it worked.

This type of action enables your team members to view your business as a frontrunner. It demonstrates that you are concerned about having a profitable and long-term operating business. Customers will also sense this type of frontrunning; and if you are fortunate, they will compliment your team. It is a positive team-building experience to have a customer compliment one of your team members in regard to the business at which he or she works. Your team members will be proud to know that not only do they work for a frontrunner, but they themselves are also considered frontrunners.