

The Don Hutson Report

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Global Expert on Sales & Negotiations

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Are you Pivoting for Profit?

(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)

In his great book, *How To Win Friends and Influence People*, Dale Carnegie said, “You can make more progress with people in two minutes of talking about them than you can in two years of talking about yourself.” I’m convinced that he is correct. The problem in today’s world is that during times of stress, ambiguity (and pandemics!), people tend to turn inward in their quest for solutions.

At U. S. Learning, we have always performed a needs-analysis anytime we begin to collaborate with a new client to identify how we might be most helpful to them. When we focus on them, their needs and wants, we always get better results for them, and in the long run, for us as well.

This is actually a great time to turn toward your customer base and develop an organized process of asking each of them questions about their circumstances, challenges and problems. As you listen carefully to what they say in response to the questions you pose – *and take detailed notes all the while* - they will appreciate the fact that you are willing to go all-out to become a trusted resource for them in their time of stress. It will also help you to always be the best you can be when you are working in tandem with all of your clients in the process of resolving issues they have shared with you!

In a previous Don Hutson Report, I suggested that you might want to consider my recommendation that you *“become known for the problems you solve”*. This is a great time to implement a proactive program to do just that! Contact your customers and begin the dialogue with them something like, “Meagan, in these changing and stressful times, we made a decision that we would reach out to our loyal customers and see if we could help

them assess problems that are important to them and pinpoint new ways to generate effective responses. I am looking forward to listening to information you would like to share with me about your situation and how we might be able to work together to come up with some innovative solutions.”

Here are some key questions you can ask your clients following a lead-in like that...

1. What new stress points are you experiencing now that you didn't have to deal with previously?
2. What are your customers telling you these days about their new reality during the pandemic?
3. What are you doing internally at your company to keep your team members focused and fired up?
4. What new habits have you developed during these times to help you cope with the changes in the marketplace?
5. Have you made sure that you are respecting the realities of this new marketplace so that you can capitalize on it instead of becoming a victim of it?
6. Would you like to develop a process for contacting your customers during this pandemic? If so, I'll share with you what we are learning about our process.

Another approach to consider is to tap into the “Collective Intellect” of your team members for innovation and new ideas. You could assemble them and brainstorm “*What matters less now?*” and “*What matters more now?*” Innumerable successful strategies and tactics have emerged from such thought-sharing. When you can get the creative juices of your team flowing like a series of rapids on the Colorado River, you will see growth and progress take place.

One time my friend, Jim Teel, was telling me about his CPA, Lee Stafford, and how he met him. A friend of Jim's was suggesting to him that he should talk to Lee about doing his accounting work, so Jim called Lee for an appointment. They set it for the afternoon of April 14th. When Jim was driving over to Lee's office it occurred to him that it was the day before tax day! Jim couldn't help but wonder how he booked this appointment with a CPA on April 14th.

When Jim got there he was shown in to Lee's office. He noticed that he did NOT have papers stacked everywhere like most CPAs during tax season. The first question Jim asked Lee was, "How can you be a CPA and grant me an appointment on April 14th and I come here and find your office perfectly neat with no paper stacks?"

Lee said, "I'm not really a traditional CPA like my team members. I am paid to think for my clients." Jim was astounded and hired him that day to be his accountant (Incidentally, I hired Lee Stafford to be my CPA the first time I met him as well!)

Are you thinking for your clients? Are you stretching your capabilities and pivoting as needed to maximize your value to them? It is one of the greatest windows of opportunities we all have right now!

At U.S. Learning, we have incorporated many of the issues related to doing business in today's toxic environment into a brief video. You're invited to watch it by clicking on this link: <https://vimeo.com/454526279>.

Some of the information included here might actually be "close to home" for you and your company. If so, you might want to share this video link with your team members and clients. The message is universal and could generate some thought processes that are potentially beneficial for all.

Have you thought about writing a book? Now just might be the time! Seize the opportunity to learn the process now through my "WRITE YOUR BOOK!" Program.

Click the button for more information...

The Don Hutson QuikLook Media Kit

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If you are a Corporate or Association
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this Media Kit and consider Don
for your upcoming events.

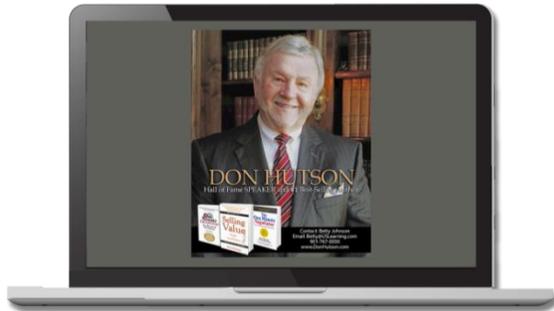
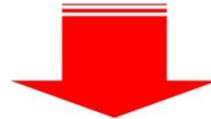
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Don Hutson is a #1 NY Times and Wall Street Journal
International Best-selling author, a Hall of Fame speaker,
and CEO of U.S. Learning based in Memphis, TN

www.DonHutson.com

901-767-5700