

BOB PAFF

"Communicating to Win!"



AS HEARD ON
CBS RADIO

SUNDAY MORNINGS 7-8 A.M.
105.7FM The FAN Baltimore

"I believe you can get everything in life you want if you will just help enough other people get what they want." -Zig Ziglar

And Bob Says...It's Up To You!



Who's Got Your Back?

The government, the economy, the banks ! who, what, when and how do we turn this all around. The Great Recession as it's now being called. Certainly more strife and anxiety than I have seen in my 50 years!

On the flip side we know as entrepreneurs that when the going gets tough, it used to be that the tough got tougher. However now when you fall off that proverbial horse and get back on...you need to be doing it smarter and better because there's no bail out or bank that's going to cushion your financial fall.

We can, we will, we have to, keep going, keep the faith, keep our chins up and create a more prosperous future for our families, our employees and the economy. We here at Communicating To Win are on your side, we're here to help. We DO feel your pain. We've been turned down for that bank loan, had to lay off that employee and missed getting that account or order that would have turned things around.

Every day as entrepreneurs we fight to put on the happy face, look at the glass as half full and believe that tomorrow brings new opportunity, new accounts, new clients and customers.

With a mere 8% of the current administration in Washington having any business experience and politicians all over the country making careers out of being "out of touch" with reality, it's up to you and me to make our world a better place.

Now is the time more than ever when you need to re-evaluate, re-access, re-organize, not only to prosper but in some cases to merely survive!

Take a look at your existing customer base, your vendors, your supporters, your strategic alliances and ask if and how they can help you. Don't be shy, bashful, to proud to not only ask for help but offer it. We are in survival mode here in this country and in many ways around the world.

Luke and I discuss strategies that are simple to implement and apply on Communicating To Win every Sunday! Listen, take notes, call in, go to the website, be a sponsor, be a guest, be a leader. Give us and our listeners, your fellow business owners, the benefit of your knowledge, your pain, your successes and your failures , your fears, your hopes and your dreams!

Ours is a message that is catching on like a wild fire in California because it is what is needed and being demanded by all of us looking for direction in these turbulent times.

We are the voice of small business because we are small business and live it everyday! We have heard your call and we're ramping up daily to help you make a difference, one relationship at a time starting with ours.

Here's to our success, our tenacity, our perseverance, the very DNA that puts you and I in a very special club of entrepreneurs, gamblers and risk takers who are the back bone of this country and this economy.

Let's get the word out together that help and support is here!

Let's Communicate To Win!

-Bob Paff

Asked & Answered : What's Your Question?

Why Should I Do Business With You?

Wow! Right between the eyes on the first shot. Love it!

With customers having even more choice out there and being extremely conscious of their spending they are becoming more direct and savvy in their purchases.

However this is a very good thing...

1. Hopefully it will cleanse the world of inferior goods and services and the people that sell them!
2. To make you reevaluate what it is you do, who it is for and yes...give them a compelling reason to buy from you!

We're well past the order taker economy where all we did was pick up the phone. Now we're just trying to get the phone to ring!

And for those who we do bring in, you must be prepared to answer that question of "Why should I do Business with you?" and be able to answer it well in person and in all your materials.

And it cannot be about what YOU do or what YOU make. It better hit them right back between the eyes with HOW what you do or make will benefit THEM and make THEIR lives or business better.

You also need to answer them in their language. Not in your lawyer, doctor, or other industry babble speak as most consumers know only about their needs as it relates to an outcome.

Don't talk about dual processing duo core blah blah... just tell me which computer will be best for my end needs!

Bottom line is you must know exactly what ultimate benefit to the client or consumer your service or product delivers. Then you must have a compelling reason what exactly you offer that is unique to that benefit.

Otherwise you will be a commodity!

Email Us at newsletter@bobpaff.com and submit your question!

Off The Shelf! Book of the Month

The Power of Nice: *Thaler & Koval*

The Power of Nice: How to Conquer the Business World with Kindness

Linda Kaplan Thaler and Robin Koval moved to the top of the advertising industry by following a simple but powerful philosophy: ***It pays to be nice.***

In an era when the corporate world glorifies a dog-eat-dog mentality, these two dynamic women built The Kaplan Thaler Group, one of the nation's fastest-growing advertising agencies, not with spears and intimidation, but with flowers and chocolates.

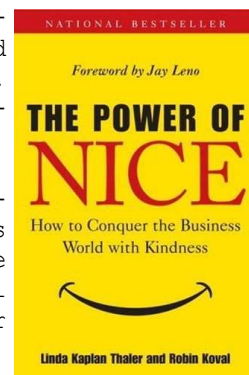
But don't confuse being "nice" with being a push-over. Kaplan Thaler and Koval explain in a series of entertaining anecdotes that being nice in the business world conveys strength and assertiveness.

Nice people address problems, motivate teams, and win high profile accounts. They just do so with a positive and memorable style.

The paradigm shift of communicating in business comes down to the fact that people simply want to know and feel that you care about their needs.

The Power of Nice will set you apart from your competition and allow you to build life long relationships and not just make sales.

Grab a copy today!



"Rich people have Big Libraries, Poor people have big TV's"
- Jim Rohn

Who's Doing It Right?

Industry Spotlight: Investing In Your Clients...Denny Eckels

With unemployment nearing 10%, a flood of displaced workers and international out-sourced competition some employers look at the available workforce as a vast discount mall of talent to be picked up for cheap, worked to the bone and feel good about doing so in order to "weather" the economy.

However that again plays right again into the wrong philosophy of believing the success of their company is all about them when it should always be focused on their customers.

So enter Dennis Eckels as our Industry Spotlight. Denny is President of First Financial Group and a recent special guest on our CBS Radio Show "Communicating To Win".



Although many great things stand out about Denny's character as someone who really "gets it" when it comes down to the significance and importance of building and sustaining Relationships... it's his firm unwavering belief that his success is directly related to providing his clients with outstanding value of product, service and personal touch that truly sets him apart.

A philosophy that governs his thorough hiring process to ensure the best fit for his

future clients and one that extends well into his investment into those hires.

With an industry retention rate bordering on 12% over five years, Denny's company maintains a 60% retention rate over every five year rolling period proving that an ounce of prevention is worth a pound of cure.

And in turn makes his firm more attractive to future clients as they will not only be working with well trained associates but experienced ones to help them make informed decisions well into the future.

So by keeping the clients best interest in mind, Denny invests heavily in recruiting and training the right people thus creating.

- A Happy & Loyal Work Force
- A Unique position in the marketplace
- Long Term Value for his company.

Denny Eckels

Doing It Right!

Listen to Denny Eckels on the "Communicating To Win" CBS Radio Show at www.BobPaff.com



Networking Nuggets: The Essential Do's & Don'ts

Setting yourself apart in this commoditized world we live in can be difficult but it is absolutely necessary in order to stand out.

Be A Link!

Look past your own services and look to being the connector of others.

When asking someone what their firm or company does...think about all the other services or products that may compliment theirs and their target market and who you know that provides them. Then set up a "Link Lunch" between those parties.

Being a Connector has many benefits:

- You are perceived and welcomed as a bringer of value and not as a sales guy
- You multiply your time and positive exposure by bringing people together.
- You are exponentially increasing and seeding your sphere of influence with good will.
- You are setting yourself up as the go to guy or gal.

More to come...much more!

MARKETING CORNER

with Luke Harlan



The Only Three Things on Your Client/Customer/Patient's Mind

In your role as a businessperson providing goods and services, there are only three reasons for clients/customers/patients to do business with you:

1. To help identify or clarify their need for your product or service (so they'll buy);
2. To become more knowledgeable about your offering (so they'll be clients/customers/patients who return again);
3. To feel inspired by your service (so they'll refer others)

That's it. Period.

Everything you do and say, everything clients/customers/patients see, perceive, and read about, should be focused on one or more of these things.

Why? Because there's nothing else you want from clients/customers/patients.

Am I right?

Do you care if your clients/customers/patients are impressed with you?

Do you care if they think your Lexus is a nice car?

Do you care if they like your picture in an ad?

If you do, I've got bad news, because you're concerned with the wrong things! ***Impressions and cars and attractive photographs are non-income producing concerns.***

Let's try again.

Does Sports Illustrated or Time on your office coffee table help you further any of the three points above?

Does revealing your latest crystal pyramid sales award accomplish any of this?

Do note pads with your name imprinted lend themselves to your goals?

I'm afraid not. These things only interfere with your focus on the game. They make you lose sight of what you're trying to win.

As harsh as this may sound, there are only three good pitches: sales, return on investment, and referrals or recommendations. Don't strike out swinging at the wrong balls!

You want people to seek you out for the product or service you offer...both now and in the future.

And, most importantly, you want them to refer others to you freely and continuously. That's it!

Think of the Disney philosophy. It's one that's hammered into every Disney employee's brain: the only thing that should be on guests' minds when they leave Disneyland or Disney World is that..



- You've Done What You Do So Well
- That People Can't Resist Telling Others About You!

Have you ever heard someone talk about a visit to a Disney park?

Of course you have, because everyone talks about their trip!

They talk about the incredible cleanliness and about the incredible rides. They talk about the incredible exhibits; the courtesy; the efficiency of hosts. (Employees are "hosts," by the way; visitors are "guests.") They talk and talk and talk about...well, everything!

And, they do this without inducement, solicitation or provocation. Everyone says how great their vacation was, how you must plan to go to Disneyworld, too.

Now, tell me, **is everyone talking about your business like that?** Is everyone so amazed, so filled with satisfaction, that they speak of doing business with you, even when no one asks?

Are you so focused on the three things that are on clients/customers/patients' minds that everything you do and say furthers your objectives or gets discarded for not contributing to your goals?

You see, if you're writing, or speaking, or promoting, you must keep income-producing concerns in mind.

Why waste time, money, and energy on marketing that's not effective, that doesn't move you up the road?

Why work on anything that doesn't lead you to the "top-of-mind consciousness" that Disney enjoys?

Be honest with yourself. If the action you're considering moves you forward, do it! If it doesn't, forget it. Yes, even if it is what you're "supposed" to do or say. Everyone gets caught up in what everyone else in your category of business does and how they promote. So you too, promote like them. And they promote like you. None of it works, but it's "what everyone else does".

Remember: **this is your life, your business.** Take control of it. And do only those things that lead you to your goals.