

BRAIDWOOD'S VIEW



HOSPITALITY MANAGEMENT, INC

Partners in Hospitality



JAN/FEB 2011

FROM THE DESK OF:

John Garden, President, BHM

At the start of any New Year it is always interesting to reflect, not only on the future and what lies ahead but to learn from the past, to look back and realize how little has changed.

So, with apologies to the ladies in our industry who toil daily in our profession, I offer the following abridged comments taken from a book by Walter D. Moody called "Men Who Sell Things" first published on December 07, 1907 on the subject of salesmanship. The use of language and choice of words is entirely his.

"This book is an attempt to specify the qualifications necessary to the making of a successful salesman in the greatest profession on earth, the profession of salesmanship. I write, not of the doctrine of luck, chance and good fortune, but of the doctrine of effort and result; to proclaim that highest form of twentieth-century salesmanship which brings success, not to the indolent, the improvident and the dreamer, but to the striving, the intelligent and the busy man.

Herald then the Commercial Ambassador! He is the herald and harbinger of the good things in the world – all of them. When he stops riding the rails, hotels will hang out "To Let" signs and storekeepers everywhere will raise cobwebs in their shop windows. All of the markets of the world are built on salesmanship.

The world of commerce goes on salesmanship; now fast, now slow; plodding here, bounding there – but whatever its pace, whatever its attainment, it is going on salesmanship. Every salesman is a market builder and all men know that the commercial institutions of the earth are the monuments to the genius of salesmanship.

The salesmanship that builds those monuments is the high expression of the tireless efforts, the acquired skill and the intellectual strength of the men who sell things – the salesmen. Little that is worth having is secured in this world except by unceasing toil.

The salesman must be glad to do a salesman's work. The enormous pressure of new business and the constant tightening of competition seem to crush out the hope and energy of a large proportion of salesmen. The greatest problem of modern business progress to the salesman is how to deal with this tendency, how to prevent being crushed out and shoved to one side in the mad commercial whirl for conquest.

Successful salesmanship is the product of intelligent, earnest effort. There are no serving two masters...Indolence and Industry. Your success depends absolutely upon the amount of skill and energy you throw into your work. It goes without saying that an indispensable condition for success in every corner is contained in a single word...WORK! I believe there is an order somewhere for every man to take one...I believe I am ready right now to take it."

There are two great moments in a man's life. One, when he buys his first car. Second...when he sells the thing! So remember...nothing happens without a sale!

HELLO, I LOVE YOU....

Other comments from Moody

"The too infrequent calling upon customers leaves a loophole for your clients to escape and scatter their accounts among a large number of competitors but that this escape could not be possible if you would visit your customers more often because every time you give your competitors a chance to wean away your customer's accounts and likewise their confidence; you lose."

"But," argues the salesman who has not tried this plan;" how can I keep my road work up and show good sales every day if I visit my customer more often than their need for service requires?" The answer is: The nature of your accounts and results at the end of the year, not at the end of the day, is the determining factor in your ultimate success. Confidence in business is the guiding star of all satisfactory operation. It is secured mainly by a close relationship between buyer and seller."

Not much has changed in the last 104 years.

OPPORTUNITY KNOCKS ONCE

Master of human destinies am I; fame, love and fortune on my footsteps wait; cities and fields I walk; I penetrate deserts and seas remote and passing by hovel, mart and palace, soon or late I knock unbidden once at every gate.

If sleeping, wake and rise before I turn away. It is the hour of fate, and they who follow me reach every state and conquer every foe save death; but those who doubt or hesitate are condemned to failure, penury and woe, seeking me in vain and uselessly implore...I answer not, and I return no more. (Anonymous)

ASK AND RECEIVE

What customers want versus **what they need** can be two completely different things, but if the customer doesn't get what he wants, the sales relationship can dissipate quickly.

In any selling situation, the customer has the last word. They write the checks, so they are really the ones in charge. Unfortunately, too many sales professionals are taught the opposite. In what has become a ubiquitous mindset, salespeople are told they must take charge and tell customers what to buy and when. Manipulative selling tactics might work short term, but their ripple effects breed discontent.

What ought to occur is a directive for sales people to focus their energy on understanding the customers' situation, and then work to tie perceived wants together with identified needs so that the two are one and the same.

This happens best when salespeople are totally tuned in to the customer, asking quantitative and qualitative questions about what problem the customer is trying to solve or what progress they are trying to make. What's worked well in the past? What hasn't? What's working now and what's not working now?

Only after the problem or the goal is fully understood should a proposal or a product demonstration be made. Not before.

But herein lays the trick. Sales people first need to remember that what the customer wants and what they need can be two different things; and second they need to deal with it accordingly or they can lose the relationship.

THE VIEW ARTICLES

Tell us

What you think,

Industry information, tips on the industry, what is going

right, what is going wrong, or simply what is going on!

Braidwood uses many of our reader's suggestion and questions for articles in the "View"

CONTACT

articles@braidwood.ca

THAT'S NOT MY JOB

This is a story told about four people named,

- ✚ **SOMEBODY,**
- ✚ **EVERYBODY,**
- ✚ **ANYBODY AND**
- ✚ **NOBODY.**

There was one important job to be done. Everybody was sure that Somebody would do it, but Nobody did it. Somebody got angry about it because it was Everybody's job. Everybody thought Anybody could do it. Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

Imagine working in a very poorly run organization. Suppose it is losing market share, management does not deal with incompetents, backstabbing is rife, or supervisors use performance reviews as tools of abuse. Problems are so prevalent that good people leave. Or, if they cannot leave, they give up and wait until they can.

It is beyond physically tiring. Your soul is tired.... Sleep doesn't come easily. When morning mercifully ends another difficult night, another difficult day begins.

Weekends once provided relief, but six months ago, six-day weeks were started "just for the time being." You don't know when that might end, if ever.

It's all so fixable, if only they would replace this supervisor or that, terminate these people or those, get a new marketing VP who knows something about marketing, or a CEO who can actually spell "CEO." Or cancel those three projects, which everybody knew were wrongheaded at the start and which are now consuming resources so badly needed elsewhere.

Then one day, you suddenly realize that fixing this mess is just not your job. Somebody can fix it. Anybody can do it; Everybody wants to help... but Nobody will do it!

So regrettably; you **MUST** move on! Move on to where....Everybody 'makes a difference', where Somebody takes 'responsibility', and Anybody can be 'part of the team', as for Nobody....well Nobody is left out because now...**EVERYBODY CARES!**

HOOK ME UP

Hotels are potentially losing lucrative business travel customers with bad Wi-Fi offerings, whether it is a paid or free Wi-Fi service.

While over 50 percent of business travelers inform the front desk when they have **connectivity issues**, the results of a recent iPass Hospitality survey shows that for nearly 36 percent of business travel hotel guests a bad experience affects whether they book that specific hotel. For a further 16 percent, a bad Wi-Fi experience influences their decision on whether to book with the same hotel again.

A report earlier this year from J.D Power & Associates indicated that Wi-Fi was a **"top five must-have"** amenity for most business hotel guests. "With hotels constantly reviewing their repeat hotel occupancy, it is increasingly important to ensure that internet connectivity for hotel guests works consistently," said Marcio Avillez, vice president of supply management at iPass.

"The business traveler needs high-quality internet connectivity at hotels, whether it's an additional service fee, or free. Hotels cannot afford to overlook Wi-Fi quality as nearly 80 percent of business travelers' return to the same destination. A bad Wi-Fi experience impacts half of the business traveler's decision to re-book at the same hotel or hotel chain."

The survey findings are based on nearly 1,200 business travelers. 48 percent were from Europe and Asia and 47 percent were from North America.