

THE BOTTOM LINE EFFECT OF CARING FOR YOUR CUSTOMERS

Top sales people don't just get to where they are because they make a lot of calls, or because they know the best closing techniques. In most cases, their clients have come to see them less as commission earners and more as trusted partners. In those relationships, when the customer recognizes they're truly cared for, they show their satisfaction by buying again and again—and referring you to others.

A good friend of mine and the top sales person for one of the largest A+ mutual insurance companies in America is a very uncommon man. Not only does Scott provide exceptional service and a listening ear, but he also continually gives to his clients. He gives everything from note pads and pens to Harley Davidson Stereos. Every client who buys an insurance product gets flowers immediately. Not only is it his nature to give, but I bet it is hard for another agent to come in and undercut him when they have to peer over the vase of flowers on the counter. When he hears of any client or family of his client being sick, he sends more flowers. He even trusts them to use his condos on the beach. He doesn't use them as a write-off, and he doesn't charge the client. Don't think Scott just became generous once he was successful. Before he had a beachside getaway, he had a heart for service and generosity. He shared one of his mantras with me, "Small deeds are far better than great intentions." Scott considers his role to be a professional servant. He says, "When you serve others and care about them, it all comes back to you." Why does this work? He thinks beyond himself in the most genuine way, treating his clients like friends. As a result, many of them have become friends.

Of course people can show compassion for selfish reasons such as recognition or greed. People can "look" concerned when they are not, just like in Academy Award-winning *Slumdog Millionaire*. Two hungry orphan boys, Salim and Jamal, were living in a garbage heap when they were found by Maman, who seemed like a savior at the time. Maman fed the boys and took them to his orphanage with a playground. The boys soon learned that Maman only showed concern in order to own them and teach them how to be beggars on his behalf. But what happened to Maman? He got rich but was angry, stressed, and ultimately murdered by those who he had taken advantage of. The most powerful compassion is sincere.