

# Ziglar

AUSTRALIA PTY LTD

## Ziglar Australia Newsletter

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"Make finding the good in others a priority."

Zig Ziglar

### Management

**Choosing to be a Top Performer**  
By Zig Ziglar

**Our success in life is determined by the choices we make.** You are going to be making choices that will determine your success as you learn to manage yourself and others. To be effective in making proper choices, you must understand the difference between **reacting** and **responding**.

Let's say you go to the doctor, who then gives you a prescription and tells you to come back the next day. When you go back, if he looks worried and tells you he needs to change the prescription because your body is reacting to the medicine, you're probably going to be concerned. On the other hand, if he tells you your body is responding to the medicine, you're going to smile because you know you're on your way to recovery. **So, to react is negative and to respond is positive - the choice is yours!** It's a fact that you can't tailor-make the situations in life, but you can tailor-make the attitudes to fit those situations before they arise.

There are some things that are simply not going to change. If you were born white, you're going to stay white. If you were born black, you're going to stay black. I don't care how much thought you give it, you're not going to add a single cubit to your height. You're not going to change when you

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were born, where you were born, how you were born, or to whom you were born. However, you can choose how you will respond to all of life's circumstances.

**All of life is a series of choices.** Realize that every choice we make, whether it is good or bad, has consequences! You can choose to get drunk tonight, but when you do, you have chosen to feel miserable tomorrow. You can choose to eat properly today, and when you do, you have chosen to be healthier. All the circumstances in your life will not be positive. **You must choose to *respond* to both the positive and the negative.**

As a leader in your organization others can tell a lot about you by how you respond, or react, to the little nuisances that crop up in your day as well as the big obstacles that come along. Lead in such a way that causes others to make wise choices and benefit from those choices.

This is a summary from Chapter 2 in Zig Ziglar's book, *Top Performance*. You can find more information on this book or the corresponding [leadership course](#) on our [website](#).

## Strategy before Tactics

**Don't fall for the marketing idea of the week, build a strategy and stick to it.**

*By John Jantsch*

The title of today's article captures the single greatest small business marketing mistake I encounter - and I encounter it every single day.

Small business owners often fall prey to the marketing whim of the week, chasing every new way to do direct mail or draw web site visitors they encounter, because they have no real marketing strategy to help them drive marketing decisions. If I could change anything about the way small business owners view marketing - that would be it.

Without a strategy firmly in place to use as a filter for where the business is headed, it's far too difficult to really analyze whether any particular tactic or marketing initiative makes sense for a business or not.

By strategy I mean your marketing reason for being, the position you want to hold in the mind of your customer and, no, "I want to exchange money for something with anyone we can," is not a strategy, it's a disaster plan. Far too many people think "we want to sell lots of stuff to lots of people" is a strategy.

The world doesn't really need another accountant, electrician, real estate agent, or small business of most any kind, so if that's what you are, then you better get a way to stand out that's based on a sound strategy. The world, or at least a market segment, will always need the accountant, electrician or real estate agent that does business in new and different ways, ways that matter to a specific market.

To develop an effective marketing strategy you must spend some energy determining two crucial factors: who makes an ideal client for your firm and how your firm is indeed different than everyone else that claims to be in your same business.

It is, in fact, quite possible that there are entire subsets of what you might call a target market that are not at all a fit for your business. You've got to get very clear, and often narrow, about the characteristics of a client your firm is best suited to serve. If you have clients already, the best place to look to identify your ideal clients is the subset of clients that is most profitable and has a tendency to refer business to you. These folks likely love what you do, are emotionally attached enough to tell friends, and value the relationship they have to your company. If you can come up with a crystal clear image of what these folks look like, part of your marketing strategy should focus on finding more of these and saying no to the rest.

The second half of your marketing strategy involves discovering your firm's best chance to stand out and differentiate. You may already do something that truly is unique and need only communicate it as your strategy. Or, you may need to find one something that you can do famously, such as dominating a narrow niche market or packaging your services like no one else in your industry dreamed of doing.

Once you create a powerful strategy for your business all of focus can turn to creating and implementing tactics that can bring your strategy to life.

John Jantsch is a veteran marketing coach, award winning blogger and author of *[Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide](#)* published by Thomas Nelson.

He is the creator of the Duct Tape Marketing small business marketing system. You can find more information by visiting <http://www.ducttapemarketing.com>

## **Curse of the fine print** **by Louis Coutts**

What a week! I send an Express Post accurately addressed from Melbourne to Sydney and it doesn't arrive. So a day later I send the material again by Express Post and again it doesn't arrive.

Australia Post - which offers a guarantee of next-day delivery - draws my attention to the fine print that says that it was not a "signature" delivery. That is, once scanned, the thing is delivered so far as Australia Post is concerned.

A day later, I deposit a cheque for a lot of money at my bank. It issues a receipt, but the money doesn't end up in my account. The bank's response is that they will "look into it".

The fact that a small fry like me will use FedEx instead of Australia Post in the future for overnight delivery and that I will bad mouth the bank is no big deal to Australia Post or to the NAB.

The smaller the organisation the more vulnerable it is to its customer base. The smaller the customer base the greater the damage as a result of the loss of one customer.

I have seen managers tear their hair out when they learn they have lost a customer. "We have done everything we can for this customer; we have bent over backwards to help them and now they are going to the opposition. Good luck to them and the opposition, they are welcome!"

What about the customer's story? We know that approximately 70% of customers desert a supplier because they feel that the supplier doesn't care about them.

They organise a team to be onsite on the basis of a promise of the supplier that the product will be delivered on that date. It doesn't turn up. They call the supplier who tells them that they have had terrible trouble and that the people they contracted to supply have let them down and they are bending over backwards to make the delivery as quickly as possible.

The customer complains, the supplier says the customer lacks understanding and doesn't appreciate that they are doing their best and then accuses the customer of being unreasonable. Everyone blames one another, the customer defects and there is bad blood all around.

Sometimes, it is a seemingly trivial issue such as the repeated inability of the customer to manage the automated answering process that prevents

them from getting through to the person they want, or the belief on the part of the supplier that it can save money by reducing the number of people on the help desk with the result that no one gets help.

It can be as small as failing to take or return a call or as large as making the delivery process a nightmare for the customer, where failed promises are the norm rather than the exception

What happens in growing organisations is that the increase in size of the organisation and of the customer base necessitates organisational efficiencies that anticipate rather than respond to difficulties.

Regrettably, organisational efficiency is not nearly as sexy as the next innovative product or as hitting budget on the next month's sales, nor is it clearly understood.

So, think about how much time you spend on ensuring that the journey of the customer from day one to hundreds, if not thousands of days after the sale, work smoothly for your customers so that their expectations are consistent with your promise.

If you aren't constantly refining your organisational performance, then one of these days, you will wonder why a customer left and it will be as simple as the fact that you didn't do what you said you would do and when the customer complains, you replied "read the fine print".

Louis Coutts is the Principal from Australian management consulting firm Coutts and Conner [www.couttsandconnor.com.au](http://www.couttsandconnor.com.au)

## Zig on

### Responsibility

I am the tenth of twelve children. I once asked my mother why she had so many and she responded with a question: "Well, Son, where do you think I should have stopped?" Needless to say, I didn't think she should have stopped at nine!

I was raised during the Depression. My dad died when I was five years old, leaving six of us who were too young to work. We survived because of a wise, dedicated mother, five milk cows and a large garden which all of us tended.

As a youngster I noticed that we had things pretty tough financially, but scores of other people were also having it tough. I also noticed that some people wore nice clothes, drove nice cars, lived in nice homes,

took nice trips and belonged to the country club. In every decade since then, I have noticed that the only thing which has held consistently true is this: Regardless of how good times are economically, some people manage to foul them up royally from a financial point of view! I have also noticed that regardless of how bad things get economically, some people do extremely well financially.

My question is this: Do you think our financial condition is primarily caused by what's going on "out there," or is it caused more because of what's going on between our ears? Since the answer is obvious, doesn't that say that there is something each one of us, including you, can specifically do to make our present and future better and brighter? Think about it, do something about it, and I'll SEE YOU AT THE TOP!

## Word of the week

### Encomium

"en-KOH-mee-uhm"

Noun

1. An often formal expression of warm or high praise

I received an encomium from my family as I presented the Thanksgiving feast.

## What's happening at Ziglar Australia

New stuff...

**NEW** Secrets of Closing the Sale - One Day Sales training course. Learn the skills and techniques for questions, objection handling and closing! [Click here for more information on Secrets of Closing the Sale](#)

Sales Blog! We now have a sales blog where you are able to ask sales related questions and receive answers from the Ziglar Australia team at <http://www.salestrainingzigziglar.blogspot.com/>

Do you like those Zig Ziglar quotes like "The real opportunity for success lies within the person and not within the job." Well you can now have them on your PC. Download the Zig Ziglar quotes tool [here](#)

**Note:** We have updated our website and now the Ziglar Sales tools, Ziglar Quotes and podcasts are only available to Newsletter readers. Please bookmark this link to access all of these tools. [http://www.ziglar.com.au/Tools\\_Online.htm](http://www.ziglar.com.au/Tools_Online.htm)

Also Ziglar Australia will be closed from 21 December to 14

January 2008. Please order your books early to ensure a Christmas delivery and reading!

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Thank you again for taking the time to read the Ziglar Australia News letter. If you have any feed-back (good and bad) feel free to contact me at [info@ziglar.com.au](mailto:info@ziglar.com.au)

Have a great day!

**Sincerely,**

Ray Schroder  
Ziglar Australia Pty Ltd

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