



Positive Strokes by Adrian Law

Transcription

1

00:00:00,000 --> 00:00:01,280

HEY, SUPER QUICK ONE.

2

00:00:01,290 --> 00:00:03,600

I SPENT THREE DAYS IN BRISBANE LAST WEEK

3

00:00:03,610 --> 00:00:05,030

WITH ONE OF MY FAVORITE CLIENTS,

4

00:00:05,040 --> 00:00:07,500

"WHY ARE THEY ONE OF MY FAVORITE CLIENTS?" BECAUSE

5

00:00:07,550 --> 00:00:08,550

THEY'RE REALLY NICE PEOPLE,

6

00:00:08,551 --> 00:00:09,600

BUT THEY ALSO WANT TO GROW,

7

00:00:09,601 --> 00:00:10,210

THEY WANT TO LEARN,

8

00:00:10,211 --> 00:00:11,210

THEY WANT TO DEVELOP,

9

00:00:11,220 --> 00:00:12,820

THEY WANT TO PERFORM AT A HIGHER STANDARD,

10

00:00:12,830 --> 00:00:14,940

SO IT'S PERFECT FOR WHAT WE TEACH,

11

00:00:14,950 --> 00:00:16,180

BUT THAT'S NOT THE REASON FOR THIS QUICK VIDEO.

12

00:00:16,181 --> 00:00:18,230

THE REASON IS, I SPENT SOME TIME

13

00:00:18,231 --> 00:00:20,900

WITH THE NEW SALESPERSON CALLED GIOVANNI

14

00:00:21,140 --> 00:00:22,860

AND HE'S BEEN TO A COUPLE OF TRAINING SESSIONS

15

00:00:22,980 --> 00:00:23,810

AND HE SAID,

16

00:00:23,820 --> 00:00:26,525

"ADRIAN, I LOVE POSITIVE STROKES"

17

00:00:26,685 --> 00:00:27,725

SOMETHING I TAUGHT HIM,

18

00:00:27,735 --> 00:00:28,875

SO, WHAT IS A POSITIVE STROKE?

19

00:00:28,876 --> 00:00:30,435

HOPEFULLY YOU CAN USE THIS,

20

00:00:30,445 --> 00:00:31,335

SHARE IT WITH YOUR TEAM,

21

00:00:31,336 --> 00:00:32,475

THEY CAN USE IT AS WELL,

22

00:00:32,645 --> 00:00:34,355

IT'S SOMETHING SO SIMPLE,

23

00:00:34,356 --> 00:00:35,755

BUT YET REALLY PROFOUND,

24

00:00:35,765 --> 00:00:38,615

SO YOU CAN USE IT WHEN YOU RECEIVE AN

25

00:00:38,616 --> 00:00:39,245

OBJECTION,

26

00:00:39,255 --> 00:00:41,355

YOU CAN USE IT WHEN YOU RECEIVE A

27

00:00:41,356 --> 00:00:42,105

QUESTION,

28

00:00:42,145 --> 00:00:46,015

YOU CAN EVEN USE IT WHEN SOMEBODY INQUIRES

29

00:00:46,016 --> 00:00:47,985

ON A CERTAIN VEHICLE FOR EXAMPLE,

30

00:00:47,986 --> 00:00:48,905

THEY CALL UP AND THEY SAY,

31

00:00:48,906 --> 00:00:51,050

I'M ENQUIRING ABOUT SUCH AND SUCH MODEL.

32

00:00:51,380 --> 00:00:53,100

AND IT'S THE KIND OF THE OPPOSITE OF

33

00:00:53,101 --> 00:00:53,950

A BIG TELCO,

34

00:00:53,951 --> 00:00:54,120

YOU KNOW,

35

00:00:54,121 --> 00:00:55,840

WHEN YOU CALL TELSTRA FOR EXAMPLE AND

36

00:00:55,841 --> 00:00:58,800

WHO I'M WITH AND THEY SAY I CAN'T HELP

37

00:00:58,801 --> 00:01:00,350

YOU AND THEY PUT YOU THROUGH TO ANOTHER

38

00:01:00,351 --> 00:01:02,280

DEPARTMENT AND YOU HAVE TO SAY,

39

00:01:02,290 --> 00:01:04,340

SHARE YOUR STORY AGAIN WITH THREE OR

40

00:01:04,341 --> 00:01:05,030

FOUR PEOPLE,

41

00:01:05,040 --> 00:01:06,460

IS IT JUST ME OR IS THAT ANNOYING?

42

00:01:06,470 --> 00:01:07,730

IT'S COMPLETELY ANNOYING.

43

00:01:07,740 --> 00:01:09,510

SO WHAT A POSITIVE STROKE IS,

44

00:01:09,511 --> 00:01:10,510

IT'S KIND OF LIKE THE OPPOSITE OF THAT.

45

00:01:10,520 --> 00:01:12,420

SO, RATHER THAN

46

00:01:12,430 --> 00:01:13,440

I CAN'T HELP YOU,

47

00:01:13,450 --> 00:01:15,170

I'D BE MORE THAN HAPPY TO HELP YOU

48

00:01:15,840 --> 00:01:18,490

IF THEY ENQUIRE ABOUT A VEHICLE OR

49

00:01:18,491 --> 00:01:19,880

YOUR PRODUCT OR SERVICE.

50

00:01:19,890 --> 00:01:22,880

THAT'S A GREAT CHOICE. IF THEY

51

00:01:22,881 --> 00:01:25,130

WANT TO KNOW WHAT YOUR BEST PRICES OR

52

00:01:25,131 --> 00:01:27,240

THEY GIVE YOU A CURLY QUESTION,

53

00:01:27,241 --> 00:01:29,210

YOU SAY, I'M GLAD YOU ASKED ME THAT,

54

00:01:29,220 --> 00:01:31,660

I'M GLAD YOU BROUGHT THAT UP AND WHAT

55

00:01:31,661 --> 00:01:32,920

IT DOES IS TWO THINGS.

56

00:01:32,921 --> 00:01:35,230

ONE IS IT ENABLES YOU TO BE ABLE TO

57

00:01:35,231 --> 00:01:37,620

RESPOND RATHER THAN REACT.

58

00:01:37,630 --> 00:01:39,960

SO, IF YOU GET THAT OBJECTION FOR EXAMPLE,

59

00:01:40,020 --> 00:01:41,130

AND YOU REACT TO IT,

60

00:01:41,131 --> 00:01:43,030

THERE CAN BE A LITTLE BIT OF CONFLICT.

61

00:01:43,040 --> 00:01:45,050

WHEREAS, WHEN YOU POSITIVE STROKE IT

62

00:01:45,051 --> 00:01:47,570

FIRST, IT SMOOTHS IT OVER AND THEN

63

00:01:47,571 --> 00:01:49,320

YOU CAN REDIRECT THE CONVERSATION IF

64

00:01:49,321 --> 00:01:51,820

YOU NEED TO, OR ADDRESS THE OBJECTION WHICHEVER

65

00:01:51,830 --> 00:01:52,890

YOU CHOOSE.

66

00:01:52,891 --> 00:01:55,520

BUT, ALSO WHAT'S RIGHT FOR YOUR GAME

67

00:01:55,521 --> 00:01:57,770

PLAN AND WHERE YOU'RE AT, IN YOUR GAME PLAN.

68

00:01:57,771 --> 00:02:03,650

IT COULD ALSO BE USED AS TO SOUND

69

00:02:03,651 --> 00:02:05,140

LIKE YOU'RE ENTHUSED.

70

00:02:05,141 --> 00:02:06,580

EVEN IF YOU'RE NOT NOW,

71

00:02:06,581 --> 00:02:08,200

I KNOW YOU WANT YOUR STAFF TO BE,

72

00:02:08,210 --> 00:02:10,500

IF YOU'RE A DEALER PRINCIPAL,

73

00:02:10,501 --> 00:02:12,630

GENERAL MANAGER OR SALES MANAGER WATCHING THIS,

74

00:02:12,631 --> 00:02:14,750

YOU WANT YOUR STAFF TO BE ENTHUSED ANYWAY.

75

00:02:14,760 --> 00:02:17,780

BUT, IT'S SIMPLE TO DO THAT,

76

00:02:17,781 --> 00:02:19,610

BUT NOT EASY BECAUSE YOU'RE SELLING DAY

77

00:02:19,611 --> 00:02:20,290

AFTER DAY,

78

00:02:20,300 --> 00:02:21,060

MONTH AFTER MONTH,

79

00:02:21,061 --> 00:02:22,290

YEAR AFTER YEAR AFTER YEAR.

80

00:02:22,300 --> 00:02:24,320

SO WHEN SOMEBODY INQUIRES ABOUT SOMETHING,

81

00:02:24,321 --> 00:02:25,350

I HEAR A LOT OF PEOPLE GOING,

82

00:02:25,351 --> 00:02:25,920

"YEAH, OKAY"

83

00:02:25,921 --> 00:02:27,100

"WHAT WOULD YOU LIKE TO KNOW?"

84

00:02:27,110 --> 00:02:29,280

WHEREAS WHEN YOU USE A POSITIVE STROKE,

85

00:02:29,290 --> 00:02:30,780

YOU SOUND ENTHUSED.

86

00:02:30,790 --> 00:02:32,230

"OH, THAT'S A GREAT CAR"

87

00:02:32,820 --> 00:02:35,650

MAKES SENSE? "GREAT CHOICE" AND THEN YOU

88

00:02:35,651 --> 00:02:37,020

CAN GO ON WITH YOUR PRESENTATION,

89

00:02:37,030 --> 00:02:39,130

SO PLEASE USE POSITIVE STROKES.

90

00:02:39,140 --> 00:02:40,370

IT SOUNDS ENJOYABLE.

91

00:02:40,380 --> 00:02:42,320

IT IS, AND YOUR CUSTOMERS WILL LOVE YOU

92

00:02:42,321 --> 00:02:44,300

FOR IT. I'LL SPEAK SOON.

93

00:02:44,310 --> 00:02:44,890

BYE.