



Ultimate Strategy For Success by Adrian Law

Transcription

1

00:00:00,000 → 00:00:00,970

Hang on a second.

2

00:00:00,971 → 00:00:02,910

I'm going to flip the camera around

3

00:00:02,911 → 00:00:03,440

Just while we're here though

4

00:00:03,441 → 00:00:04,960

Would you like to live at the beach

5

00:00:04,961 → 00:00:05,850

Here We go.

6

00:00:05,851 → 00:00:06,800

We're back.

7

00:00:06,810 → 00:00:08,380

Perhaps for you

8

00:00:08,390 → 00:00:09,860

Yes, You might like to live at the beach.

9

00:00:09,861 → 00:00:10,620

Maybe not.

10

00:00:10,630 → 00:00:11,590

Perhaps for you

11

00:00:11,591 → 00:00:13,260

You'd like to live in your dream home.

12

00:00:13,940 → 00:00:16,700

Or maybe , you just want to spend quality time

13

00:00:16,710 → 00:00:18,670

with your family and your friends.

14

00:00:19,120 -> 00:00:21,990 Maybe you'd like to travel

15 00:00:21,991 -> 00:00:23,440

If there are restrictions place, maybe even around your own

16

00:00:23,441 -> 00:00:25,750

country, if that's doable at the moment.

17 00:00:26,140 -> 00:00:28,440

Or perhaps For you, you just really want the

18

00:00:28,450 → 00:00:30,860

money that gives you those choices.

19

00:00:30,861 → 00:00:33,420

You want to work less and get the same,

20

00:00:33,421 → 00:00:35,490

if not better results than you Are currently getting.

21

00:00:35,500 → 00:00:37,180

So you've got the cash,

22

00:00:37,220 → 00:00:38,780

and then you can do any of those things

23

00:00:38,781 → 00:00:40,270

I mentioned and anything else you want

24

00:00:40,271 → 00:00:41,560

to do.

25

00:00:41,940 -> 00:00:42,890

well, how do you do that?

26

00:00:43,250 -> 00:00:44,320

Well, in my experience,

27

00:00:44,321 -> 00:00:46,930

and what I've learned is simply this.

28

00:00:46,940 -> 00:00:48,770

Please take notes on this one because it's

29

00:00:48,771 -> 00:00:49,450

so powerful.

30

00:00:50,040 -> 00:00:53,850

All you've got to do is excel in one thing.

31

00:00:54,640 -> 00:00:56,100

You think about the greats,

32

00:00:56,101 -> 00:00:58,120

Whether it's individuals or businesses,

33

00:00:58,400 -> 00:01:00,250

they excel in one thing.

34

00:01:00,640 -> 00:01:01,760

See, the problem is,

35

00:01:01,770 -> 00:01:03,480

we try and be great at everything,

36

00:01:03,860 -> 00:01:05,050

and you just can't.

37

00:01:05,440 -> 00:01:06,420

So perhaps,

38

00:01:06,470 -> 00:01:07,940

if you're in sales,

39

00:01:07,950 -> 00:01:10,330

maybe you master the presentation of

40

00:01:10,331 -> 00:01:11,350

your product or service,

41

00:01:11,351 -> 00:01:12,930

and that's your thing.

42

00:01:12,931 -> 00:01:14,050

That's what you're known for.

43

00:01:14,640 -> 00:01:15,920

If you're a business owner,

44

00:01:16,140 -> 00:01:19,460

perhaps as an overall, you master

45

00:01:19,840 -> 00:01:23,810

the art of an exceptional customer experience.

46

00:01:24,240 -> 00:01:26,150

Not just what other companies say that

47

00:01:26,160 -> 00:01:28,510

Yeah, we give great customer service

48

00:01:28,511 -> 00:01:29,160

i'm not talking about that

49

00:01:29,540 -> 00:01:32,620

I'm talking an exceptional customer experience.

See What I Mean Right Here

50

00:01:32,660 -> 00:01:35,150

That means from the first contact,

51

00:01:35,160 -> 00:01:37,080

whether that's face to face,

52

00:01:37,090 -> 00:01:39,290

whether it's via the phone or whether it's

53

00:01:39,291 -> 00:01:41,910

via email. all the way through the sales

54

00:01:41,911 -> 00:01:44,710

process, right up until the sale.

55

00:01:44,890 -> 00:01:46,450

And then after that as well for the

56

00:01:46,451 -> 00:01:49,320

longevity of that particular customer.

57

00:01:49,330 -> 00:01:50,450

The life,

58

00:01:50,460 → 00:01:51,830

The livelihood,

59

00:01:51,831 → 00:01:55,070

if you will, of that customer,

60

00:01:55,071 → 00:01:56,930

how much could they be worth over

61

00:01:56,931 → 00:01:58,790

the long run if they keep coming back

62

00:01:58,791 → 00:02:00,630

to your business and buying from you

63

00:02:00,640 → 00:02:02,450

again & again & again?