



Enthusiasm rocks

My Mum's TV has finally bit the dust. So we checked out four shops to find a replacement and I was struck by our different buying experience in each of the shops.

The first shop was a major superstore where we were actually recommended to go to one of the other high street shops by a kindly assistant because the range here was so limited.

The second store was a specialist outlet where the older sales person seemed far more interested in stock checking so my Mum had to drive the conversation. This shop had been recommended but she was deeply unimpressed by the experience when she was looking to spend around £600 cash.

The third store was even stranger where none of the assistants even acknowledged our presence and disappeared totally once we asked for some basic comparison information.

In the fourth store, a younger lad bounded over, introduced himself, engaged my Mum in a very straight forward, un-patronising way and answered all her questions plus showed how easy this technology was to operate. There was no hard sell but bags of enthusiasm. She was impressed. She bought the TV there and then and even signed up extra insurance!

Over the weekend she mentioned to all her friends that the young lad's enthusiasm had enabled her to buy a good quality TV with confidence. So the fourth shop didn't just make one sale but created the opportunity for my Mum's friends to drop in and check it out.

My Mum had a great user experience was all down to the genuine enthusiasm of the young sales assistant in finding the right way to handle the customer in front of him.

Now, a few years back I used to jump of hill tops and paraglide at several hundred feet. The sensation was terrific and would remain with me over several days by which time I'd organise another session and (weather permitting) would be away again as soon as possible. For a while the experience bordered on addiction.

So, in a rather tentative segue, when you get a great experience you want to repeat it. My Mum doesn't need another TV but what she can do is tell people plus when she goes into other shops she'll compare the quality of the service she gets. For a while, she'll remember the good experience every time she watches TV.

And that's important. The long term feel-good experience defines the strength of your branding and companies rely on techniques to act as reminders which reinforce brand selection when presented with multiple choice situations. This focus on the second sale separates those companies interested in future sales rather than those who can't see past first base.



As the internet becomes more personal, lead generation is moving beyond direct methods (pay per click, SEO, email) to include more community based methods (YouTube, social media, mobile phones) and the success is very much down to level of enthusiasm inherent in its members.

These communities act like filters passing around good and negative feedback from user experiences and when they number thousands they are incredibly potent to your business. Companies both big and small are learning how to use these communities as forums to promote brands and how to link to customers in new and less direct ways.

Just having a blog on your website isn't enough. It's important you get people commenting so link to as many appropriate forums to spread the word. Just like increasing the number of friends in your social group it all takes time and people need to like and trust you otherwise why should they bother.

Your own enthusiasm will create momentum when harnessed to knowledge that people wish to hear and will become an important determinant as sale generation moves into these new, diverse areas.

To harness your enthusiasm to your sales, why not call me on **01925 262800** or email me at gerryw@flyingveemgt.co.uk