

# ON THE SIDELINE

## FLASHBACKS

keep things lively, present *“Actus in Action”* – an expanded version of “out of the box thinking” – a new 12 minute video. Heavy duty audience. Liked the company.

**Stand-up Skills...** Involved with another fascinating project: teaching Presentation Skills for a major brokerage firm. What has emerged as the real challenge is *“Re-branding”* the image of the Company. So we are currently writing scripts, creating new visuals and preparing for the rehearsal stage of new business presentations.

**At the moment...** Also working with talented friend and meeting planner John Fields on a totally different kind of project for Southern California City officials – but it’s too early to talk about it yet.

### What I’ve Learned...

1. *Life isn’t a romanse.* But that isn’t scary. What’s scary is not doing what you’re capable of doing – or getting close to what you want to do. (Just Do It.)

2. *The Value of Subconscious Accumulation.* With the happy diversity of the projects and assignments, each one teaches you something new, adds another piece of How To information to whatever you want to call your bag of tricks, your skill collection. And if it all becomes “usable stuff” for all the people who pay you.

3. *The most important skill of all is Making the Connection...* – creating a realistic, tight, believable bond with people you are dealing with: consultant with client... teacher with students... speaker with audience... sales person with prospects.

Without this real-time Connection, nothing important happens. It’s just an exercise for the person talking, and an audience (of one or many), polite and ready to walk away unchanged and unchallenged.

4. *Focus.* The amount or number of projects you have doesn’t matter. Taking care of them one at a time does. Faster you work, more you concentrate, better you get.

### How do these discoveries effect my business and clients?

- Once you accept an assignment, it becomes a Commitment not a job.
- You bring everything possible to the table, whether you’re getting paid for it or not.
- You “think” the man’s business, act like a partner and tell the truth.
- You deal straight off the top. Get to the heart of it. Make something happen.

### The Way It Was

’93 was not my favorite year. You didn’t get the annual “Jackdaw” newsletter. Didn’t hear much from me that year. Reasons (plural) – (December) failed anger-poly, (April) 5 way tie-pass, (July) hernia and (August) some prostate cancer – the last thankfully controlled by some adept radiation. Never been sick before. Did I tell of once. It’s over. And that is that. No notes of sympathy please.

**Back at It...** January, between operations, delivered a 45 minute version of “The Great Brain Robbery” for Los Angeles Rotary. Did a TTC session for Cary Zacker in Phoenix in February. Had the by-pass and 75 days later went to Amsterdam. Why not?

For host Pieter van den Busken, delivered a special “Show & Tell” there of U.S. Direct Marketing for his friends and clients called “the great breimroff” (“tool” is “robbery”, if that helps). Faithful son and super traveling companion Chris came with me – mainly to see I didn’t indulge too freely on “sun-beerz”. Dutch customs, delights and child-led desserts.

That proved travel was OK and energy “kept on going and going and going...” Next stop, St. Louis. 90 minute keynote for Carol Christen’s IDEA on the Flow. Lots of soaring, capturing and developing *LifeTime Customers*. Titled *“If you call them customers... why aren’t they buying more from you – and more often?”* Went well.

(Good news! Going back to do a special “Great IDDA Brain Robbery” February 18th, ’95 for Carol. Day-long interactive idea generating session for Retail Management in San Antonio.)

**Advice and Counsel...** June brought a consulting contract in Retail Sales training with Bill Webster’s very varied video (pharmaz/gro/gro/liquor/cont stores). This introduced me to Hallmark Greeting Cards, remarkably simple face-to-face sales training system. Absolutely excellent basis for any retail front-line contact personnel.

**What You Discover...** In retail, the problems aren’t with Management, not with management’s intentions, or the Mission statement (alho most of those are garbage). The problem is *not enough consistent training of the front line, face-to-face people.*

**Big \$ Loss...** Would you believe losing one \$5 customer every day could cost you \$94 thousand dollars a year? We’ve got a chart that will smack your brain to back up that figure. Fax your request and we’ll fax it or mail the chart to you pronto. (Any part of \$94,000 could buy a hell of a lot of training...)

### Books...

Our classic idea book, *The Great Brain Robbery* continues to sell. Between Murray and me, and the book never being in a bookstore, the “Robbery” has sold over 30,000 copies. (7,000 copies is considered “a success.”) For copies at special prices for meetings or for yourself or your employees, fax or phone.

### Writing in progress...

- 20,000 word article on *Datobase* for an Italian direct marketing magazine-September ’94, courtesy of Pietro Santolite di Montefiore (what a fabulous name!)
- A retail sales training article in *Progressive Grocer* magazine – September ’94 (prints upon request.)
- and a new book for ’95 called “WAYMISH”™ Partner-writer-speaker Ted Cobn just registered the name so I can tell you the secret meaning. Clip off the first letters of each word...

“Why Are You Making It So Hard... for me to give you my money?” – WAYMISH™

Collected cases – stories of what we call “Waymish” stipulations small and major corporations unsuccessfully commit. Infuriating, dumb rules. Barriers to buying that management isn’t aware of. Less than fully-trained clerks who drive customers right out the door.

All the stories are real. That’s the sad part. We’ve added a clutch of suggestions on “righting the wrongs” and tips on training. Investigators of over a year and a half prove practically no business escapes having some of the “waymish” vorns hiding in its customer service. So this book is dedicated to wiping out the worst phrase of all.

*I will never do business with these people again!*  
Be out Spring ’95. Stay tuned.

### The Way It Will Be

- Speeches on the Docket...
  - The 4 to 6 hour “Generating New Ideas” Creative Thinking for retailers.
  - A follow-up Sales meeting with major east coast printer.
  - HRD speech on “Change – Adapt or Perish”
- Motivation meeting for a group of midwest grocery managers.
- A Negotiating program of multi-million dollar cost cutting we’ve designed.

Out of 240 working days that leaves plenty of time and space for new assignments. Besides I don’t sleep a lot.

**Europe Again...** Back to Amsterdam (getting to be a commiser) in September to do “De Dag van de Vokoper (“Day of the Salesman”, later reported in the Amsterdam press as “Hammers and Drammers” (Movers and Shakers).

### The Way It Is

**Come ’94...** Was appointed Co-Chairman of the World Cup Soccer Strategic Planning Committee. Had seats for all the games (bought at face value. No freebies.) Got caught up in the Euro-madness. Great fun. But... the constant 7:30 a.m. Committee breakfast meetings became such a habit I still wake up thinking “I’m late!”

**Sales Training...** Assignment early in ’94 for national Home Savings Bank – \$50 Billion strong. Task: create a complete sales training program – 5 videos, scripts, Coaching Manual, Leaders Guides – the whole enchilada.

Working again with Mr. Datalog, Mike Kars, and top video pro Bill Hansen and his Griffin Entertainment. The first series is completed. Examples available soon. First unit ambles – CD-ROM interactive training. That’s where training is going for the future!

**Marketing...** Am the marketing consultant for Gumbler Jurck and his Iris Arc crystalware in Santa Barbara. Working with Gumbler and Ed Rosenblatt on trade shows, their national rep organization, getting product on TV home shopping channels, etc. Pretty exciting stuff to be entangled in the total affairs of an enterprise. (Yah, Gumbler’s a soccer player.)

**Show Biz,** with John Fields, another fascinating Spring assignment: help the marketing people of Southern California Gas Company “show off” their successes in ’93. With the inspiration from Judy Woolen, I did my Oreo/Welles imitations, wrote, directed and helped produce a full hour takeoff on the “Mystery Brown TV Show”. With a full stage mock-up of the Murphy TV studio set and a dozen willing, eager managers acting Judy’s showcase won load Hazza’s from her management.

**FMJ first, then Denver...** Early May, tripped into Chicago, met Ted Cobn and for a full house food-industry audience we did a pre-publication presentation of “WAYMISH”™ – new speech, new book. (Details follow).

On plane home, encountered Dale Byrne – CEO of Intactech – and he hired me then for his national sales management meeting at Scanticon Conference Center in Denver (terrific meeting place, Meeting Planners). Act as “ringmaster” – introduce speakers, do some samnans,

### In the Works... Two New Workshops...

- An upgraded Customer Service show called “50 Ways to Preserve, Protect and Promote the Lifetime Value of a Customer”.
- Common Sense Team Building in an Era of Downsizing” (And still produce more with less people.)

### Personal:

Question I get most: “Are you still working?” Answer: “Yes... but I’ve cut back to 4 days a week.” The usual reaction? Eyes glazed, head nodding, they mumble, “Good. That’s nice.”

Health is really Good. Walk 4 or 5 times a week. Weight down to a comfortable 191. Energy won’t quit. The food industry, printing, utilities and sales workers are calling. Enthusiasm to be speaking more must be sending out ESP waves. And I have my frequent flier card right here in my pocket.

All is well. Be delighted to hear from you.

My very best

Donny  
Reilly '94