

19

Dialing for Dollars



My good friend Scott Crown at the spot in Dallas where JFK was assassinated. Scott is a world-class communicator.

In sales, call, don't text, if you are a good communicator. Here's a news flash that took me a long while to realize. You interpret a text with your current mood. The same text when you are happy reads in a good way; if you are upset it reads in a bad way. If you are a poor communicator or have bad social skills then utilize email and text to your benefit. If you are a cheerful, happy, funny, fun person by all means grab the phone and let the person on the other line hear your joy and excitement!

I get it that there are times when a text is the right way to respond, but I look for the marginal times where a call will be a better form of communication. Even if you get voice mail, you are better off leaving a cheerful voicemail than a potentially misunderstood text. I'm an optimistic contrarian, which means that I'm a very positive person, but I love to look at doing things the opposite or contrarian way. So if the world is text happy, then that means the vintage way of communicating might be the place you want to be.

Just last night, I saw a Vintage Led Zeppelin and then a Rolling Stones T-shirt on EBay, both in excess of \$250! Why? It's because they aren't making any more authentic vintage T-shirts. Just like those vintage items going up in value so will your value with doing the contrarian ways of communicating like calling and written mailed notes. The more you communicate, the more opportunity. The most successful people in business I know seem like they are always on the phone. Back in the day, you had to use pay phones with calling cards, because cell phone minutes were extremely expensive.

I recall I was at DFW airport, and my flight was delayed. Instead of reading a magazine or doing some other time wasting activity I used the delay to grab a pay phone and call customers to both try to sell products, as well as set future appointments. I get a call on my cell phone from my boss Ben, who asks, "Is everything ok?" I said, "Yes". He asked if I was in possession of my phone calling card and I told him I was. Thinking nothing more of the event I went back to banging out more customer touches. A few months later all the salesmen for IntelliSense were

brought into Louisville, Ky., and we had a meeting. Ben, always the master of complimenting one person while trying to motivate others, told a story in front of us all. Ben has amazing delivery when speaking to a group. He told how an AT&T fraud person called him, because of the intense activity on a calling card at DFW Airport. I love that I was cranking out so many customer calls that it tripped fraud alert. Ben used it as an example of hustle when you have adversity like a flight delay. In closing, there isn't a substitute for activity in business, make the extra call, make the extra connection. Everyone has adversity. Make it an opportunity.