

# Joe Beattie

## Performance Coach

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## There's no Right or Wrong

Working with an ex colleague at a conference recently I was reminded of something that had slipped to the back of my mind. (Not difficult some may say) When confronted, as we so often are, with something that causes us to pull up short and wonder, "what's going on here?" how do we react? Due to the way we work, think and perform we tend to think in terms of 'right or wrong' Because most of us were brought up on a diet of 'right and wrong' by parents, school teachers and the like we tend to work along and through this thought pattern.

When we arrive in the office or store to find a work colleague with dress standards that are short of what we expect how do react? When we go through performance reviews and have to confront some issue that could be difficult to handle what words do we use? If there was ever a time a stay away from 'right or wrong' these would be the times. Talking with Jim I was reminded of:-

'Acceptable/Unacceptable & Appropriate/Inappropriate'

When having to speak to a staff member regarding dress standards or general performance it is so much easier to handle difficult situations, where a 'judgment call' is necessary by a manager, using the words above.

"Bare feet may be great at the beach or at home but here, in this business, it is inappropriate."

"Studs with attached safety pins are great at the night club but here they are unacceptable."

"The use of bad language may be acceptable in your mind however, here it is totally unacceptable."

"The chewing of Gum is both unacceptable and inappropriate when serving food."

If we can stay away from the 'rights and wrongs' of whatever we are discussing, and hold with something that is so much more difficult to argue with, then our message may not be liked, but it will be understood.

## Motivation Time

*"Give your customers an opportunity to complain to you or they will take the opportunity to complain to anyone else who will listen."* Anon

*"It is better to be brief than tedious."* Shakespeare

*"We move in the direction of our most prominent thoughts."* Anon

*"The more someone tells you great they are, the less they believe it." Paul Hanna*

*"Success doesn't come the way you think it does, it comes from the way you think."*

Robert Schuller

## What's Happening?

I was speaking with Richard Gee the 'Marketing Guru' over a cup of coffee just the other day and he was advising me to promote more of the things I do through my Newsletter. I am not the best 'self promoter' in the business however, as they say, here goes.

Conference season is well underway and this year I have noticed an increase in the number of clients asking me to attend, and speak at, their National Conferences. Having had experience in the Personnel Industry I have produced a presentation that is based around **Hiring, Inducting and Training** staff. So often we spend so little time in thinking about the kind of people we need to run our business that when it comes time to hire it's a case of, "get one quick to fill the space." Hiring staff is critical and getting the wrong people can prove difficult and expensive for any business. Planning, profiling and advertising are all covered in this presentation and it has been proved to be of worth.

Improved **Presentation Skills** can increase sales and incomes for those selling goods or services. A programme has been developed to assist in this area and those attending have been delighted with the results.

**Communication Styles:** Working in the customers 'comfort zone' when presenting. This new programme was developed with the sales professional in mind. Recognising your customers 'Buying State' and the things that push their 'go button' adds to opportunities for more sales.

An open **Retail Sales Skills Programme** will be run in Taupo on 9th September at Suncourt Motor Inn & Conference Centre. This is in reponse to the successful programme run there in May. For more details please contact me. Currently working on one for Lower Hutt on the 11th September. Anyone interested, please contact me.

Testimonials are available from those who have used these programmes and they willing to share their experiences with you.

For any further information please, do not hesitate to contact me.

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