

Extra! Extra! Read all about it!

Newspaper carrier makes extra effort and receives extraordinary customer response

A little extra can make a huge difference, whether your job is raising a family, distributing agricultural products, or selling homes.

Sandy Housholder understood this earlier than most of us do: at age 15. Her job was delivering newspapers.

Before she took over her route for the *Mesa Tribune*, the circulation department manager in that district was exasperated. Customers were upset and grumbling because their carrier wasn't doing his job.

But soon after the manager hired Sandy, things changed. Angry customers began to smile; complaints ceased and were replaced by compliments and thank-you notes. The reason for this sudden turnaround was Sandy's willingness to *promise a lot and deliver even more*. She did her job, plus a little extra.

At first she delivered the newspaper on her ten-speed bicycle, but found it too awkward. So she switched to roller skates and found she could handle her six-block route on eight little wheels.

Sandy got up at 4:00 a.m. seven days a week and zipped through her neighborhood, making sure all her customers received their papers right on their doorsteps.

On Valentine's Day, customers found hand-lettered Valentines attached to their papers. At Easter time, their papers were adorned with a grinning, lopsided cutout of an Easter bunny with a cottonball nose. On St. Patrick's Day, they each received a shamrock.



Sandy's customers were pleased with her efficient service, charmed by her creativity, and above all, gratified by all the little extras she provided. They responded with tips of up to \$60 a month, increasing her \$100 paycheck by more than 50 percent.

The tips, compliments and thank-you notes kept pouring in, as the Sandy Housholder practice of providing a little extra continued. It's a practice you might want to adopt for yourself—even if your business isn't delivering papers.

Here's what you can do: *Do something EXTRA that shows you care. Aside from making someone else feel good, it will cause YOU to feel good too. It will make your days more enjoyable and earn you huge results.*

So begin now. What person could you do something EXTRA for? What little EXTRA would that person appreciate? What would this EXTRA cost you in time, effort or money? Would the result be worth the cost? If so, what are you waiting for?



Joel H. Weldon &
Associates, Inc.

The Unlimited Unlimited Unlimited Unl Times

"Dedicated to helping you tap your unlimited potential."

Successfully unimproved for over 125 years

Quality never goes out of style

A man named Levi left New York in 1850 when he was 20 years old. He took with him enough merchandise to start a small store, but upon arriving at his destination—San Francisco — all he had left was one roll of canvas. He had sold everything else enroute.

“No need to worry yet,” he thought to himself as he got off the boat and walked along the dock toward town. I’ll just…”

“Hey, what ya got there?” a rough-looking stranger inquired, interrupting Levi’s thoughts.

“Canvas,” Levi said.

“What ya gonna do with it?”

“Sell it in the gold country, for tents.”

“Too bad,” the stranger said. “Ya shoulda brought pants.”

“Why pants?” Levi asked.

“Cause up in the diggings, pants don’t wear worth a hoot. Can’t get a pair strong enough to last no time.”

Levi thought about this and said, “Well then, let’s find a tailor and see if we can make some pants out of this canvas.”

A while later, the stranger gladly paid Levi for his new, canvas pants and proceeded to tell his friends about them.

“Look at these pants of Levi’s,” he boasted. “Doggone if a man ever had pants as strong as these before!” The name caught on, and miners went looking for the man with “those Levi’s.”

Levi used all his canvas to make pants and then sent home for more. When it arrived he set up shop and began making the only pants that could “wear worth a hoot in the diggings.” He hired dozens of tailors and seamstresses and continually sought larger quarters for his booming business. In the late 1860’s, the Levi Strauss Company moved to its present location on Battery Street.

More than a century has passed since Levi got off the boat in San Francisco, but today his company is still selling pants that are nearly identical to that first pair. They’re called “Levi’s



501 jeans,” and the company advertised them as being “successfully *unimproved* for over 125 years.”

Every pair of Levi’s 501 jeans has these original features: front pockets that are riveted at the corners (a practice Levi started when miners complained they couldn’t carry ore samples in their pockets without the seams breaking); a watch pocket; a five-button fly (“no need to go switching to something that might just be a fad, like zippers”); and a patch on the back (depicting a pair of Levi’s holding up to the strain of two horses pulling in opposite directions).

Appropriately, the Levi Strauss Company’s slogan is, “Quality never goes out of style.” And they’re right. It doesn’t. Quality is what the miners needed back in the 1800’s, and quality is what most people still seek today.

Levi never skimped. He instructed his employees in 47 separate sewing operations using 17 kinds of thread, and the cloth he used was the world’s heaviest denim. As a result, he received numerous letters from satisfied customers.

Here’s an excerpt from one such letter, written by Charles Ashurst. Ashurst was a fireman on a wood-burning locomotive. His train was ten miles from Flagstaff, Arizona, when the coupling

between the tender and first car broke.

“Our engineer—wearing copper-riveted Levi’s pants, as did all men in Arizona at that time—took off his Levi’s, soused them in the water tank, twisted them into a rope, tied them into a link connecting the engine with the train and continued on the journey to Flagstaff, negotiating several heavy grades.”

That’s quality! It’s also why Levi never had to take out a loan for his business, why the company became world famous, and why, after 155 years, Levi’s 501 jeans are still in demand!

Here’s what you can do: *Whether you produce a product or provide a service, do not sacrifice quality. The demand for quality is*

growing while the supply continues to shrink, which creates a tremendous opportunity. Take advantage of it. Even if you don’t become as famous as Levi Strauss, you’ll at least enjoy the peace of mind and deep sense of satisfaction that comes from knowing you gave the best that was in you.

1. *Listen to the marketplace.*
2. *Find a need and fill it with a quality product.*
3. *The best advertising is a satisfied customer.*
4. *If it isn’t broken, don’t fix it —*
“Successfully unimproved for over 125 years.”
5. *When it works, keep doing it.*
6. *Put your name on what you produce!*

The video camera and the pump

How to make a referral presentation

“I wouldn’t give out the names of my friends or family to a salesperson!” says the typical customer.

“It’s easier for me to just go cold than to chase down referrals all over town,” says the typical salesperson.

In his CD program, “Sell It! With the Million Dollar Attitude” Joel Weldon acknowledges these typical responses and goes on to say: “Most referrals really are no better than a cold call, unless you make them better.”

To help increase the number and quality of your referrals, Joel suggests a twelve-step referral presentation.

Here’s what you can do: *After you close a sale, be sure to follow up with a service call. Do everything you promised, plus a bit more. Remember that most customers have been negatively conditioned by unscrupulous salespeople. So to begin your referral presentation:*

1. *Remind your customer of what you have done for them.*
2. *Confirm your customer’s satisfaction.*
3. *Tactfully mention problems with products from “ordinary” companies.*
4. *Explain how you solve such problems.*
5. *Ask your customer to help others avoid such problems by giving you the name of the one*

person who would be most interested in the benefits you offer.

6. *Show your expectancy by keeping your pen poised to write.*
7. *Focus your customer’s mental video camera on specific neighbors or associates.*
8. *Continue showing your expectancy. Stop talking and wait.*
9. *Again focus your customer’s mental video camera.*
10. *Explain how you will approach these referrals.*
11. *Focus the video camera again and continue pumping out names of referrals.*
12. *Ask questions to help you qualify each referral. Later, after contacting your referrals, report back to your customer and say “thank you” in a unique way. Continue providing outstanding service to all your customers.*

“Sell It! With the Million Dollar Attitude” contains 12 CDs and teaches a method of rating prospects, along with ways to be extraordinary in your customer’s eyes and establish believability and trust.

For more information on this and other excellent recordings, call our Scottsdale office at: 1-800-852-8572 or visit our Website:

<http://www.SuccessComesInCans.com/Products>

Give me some problems!

Smith was in paradise — until he learned that problems are opportunities

Smith died. He soon regained consciousness in the next world. Before him lay a vast expanse of pleasant country. After resting comfortably under a tree in a delightful meadow, a slight feeling of boredom began to gnaw at him. He yelled out, "Is there anybody here?"

An attendant dressed in white appeared. In a formal tone, he inquired, "What is it you desire?"

"What can I have?" Smith asked.

"Whatever you want," responded the attendant.

"How about something to eat?"

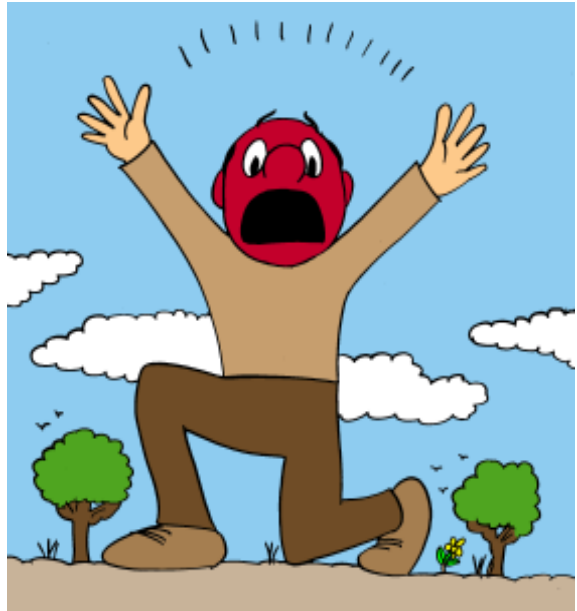
The attendant summoned others who brought Smith the finest gourmet meals, including those which he liked best on earth. Smith was happy again. He laughed to himself about his good fortune as he ate, relaxed, and ordered his attendants to bring more good things.

Smith was only satisfied for a short while though. He wanted something more, but wasn't sure exactly what. So he called for games. They came in profusion. Then he demanded books, and read with excitement. He called for everything he could think of, and received all in abundance.

But after a while, that same feeling of boredom and discontent returned. His irritation and frustration grew and grew until he shouted, "I need something to do! I... I... I... need some problems. GIVE ME SOME PROBLEMS!"

His attendant appeared and said, "I'm terribly sorry sir, but that is the one thing we cannot provide. We have no problems here."

Smith became furious. Wild eyed, he screamed at the attendant, "I hate you and I hate this place. I need some problems! I'd rather go to hell! They must have some problems there! Send me to hell!"



Calmly, but somewhat surprised, the attendant replied, "Where do you think you are?"

Here's what you can do: *Be thankful for the problems you encounter in your job. They are really opportunities! Problems are the source of about half your income. If it weren't for the things that go wrong, the difficult people you have to deal with, and the daily hassles, someone else could be found who would handle your job for half of what you're now being paid.*

When faced with problems, call on your intelligence, resourcefulness, patience, tact and courage. Your ability to do that has helped you obtain your present job. Any unwillingness to do that could be keeping you from an even bigger job!

Start looking for more problems. Learn to handle them cheerfully and with good judgment. Consider them opportunities, rather than irritations, and you'll find yourself progressing quickly. There are plenty of big jobs waiting for you. They're yours, if you can display the ability and willingness to handle the problems connected with those jobs.



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