

Business Smarts Via Mom

The late comedian Milton Berle once said, "If evolution really works, how come mothers only have two hands?" As much as we love our mothers, we probably didn't really understand how much they did for us until we had left home, took a look back, and possibly became parents ourselves. And one of the things we learned was how smart mothers are; how much common sense they have. This month's newsletter highlights how much 'business smarts' mothers have and how they passed it on to us all those years ago. Enjoy, and to all the mothers out there, let them spoil you on Sunday!



Busted

By David Colman

Recently, while delivering our Relationship Selling program to one of our major clients, a woman in the group stopped me in mid sentence and said, "I agree with what you're saying but isn't this just stuff we learned from our mothers?"

I was busted. The so-called common sense we talk about in that program is exactly that, the things our mothers taught us. It's hard sometimes in the harsh world of business to remember that the road to success with our clients may be to practice and focus on the skills that good old mom instilled in us. In fact, as the poet George Herbert once said, "One good mother is worth a hundred schoolmasters".

So what were some of the things that our mothers taught us that can help your teams succeed with your clients? Here are three things I learned.

BE PREPARED AND WORK HARD

Ah yes, the good old work ethic. There is no substitute for this. Work hard and you will succeed. I can still hear her telling me this.

On the other hand, if you don't prepare and don't know your stuff, you are setting yourself up for failure. I believe, like mom, that there is a direct relationship between how prepared you are and your success with your clients. Mom sure got that one right!

TREAT PEOPLE THE WAY YOU WANT TO BE TREATED

We've been hearing this phrase all of our lives. I think I know what she meant by this. We all like to be treated with respect, good manners, and politeness. Most of us would subscribe to that philosophy. But is it enough? In addition to showing respect, we also need to treat people the way that they themselves would like to be treated, not just the way we want to be treated. I'll give mom just a passing grade on this one.

LEARN FROM AND LEARN ABOUT OTHER PEOPLE

If your employees are to be successful, they must learn as much as they can about their customers. To do this, they need to ask questions effectively, they have to listen, really listen, and they need to be able to verify what they have learned. If you and

your employees don't learn about your customers, how can you hope to provide world-class customer care? Well done mom. You get full marks for this.

I don't suppose this does much more than scratch the surface of what we learned from our mothers. But if you want your employees to be successful with your clients, you could do a lot worse than benefit from some motherly advise.

Now, eat your peas.

If the folks in your organization have forgotten some of the things they've learned from their mothers, or if everyone could use some brushing up on their business etiquette, give them the opportunity to attend TriOpus Group's "Business Etiquette That Counts" program.

Take our "etiquette inventory" and see how well your mom prepared you for business. Learn about proper attire, how to handle introductions, dealing with email and other communication devices, conducting yourself at meetings, meals, and events, and much, much more.



“ The phrase "working mother" is redundant. JANE SELLMAN

This is a monthly publication intended for clients and associates of TriOpus Group. We welcome any comments, suggestions or questions you may have. Please contact us at 1-800-864-2721 or email Tamara Kerr, Partner at tamara@triopusgroup.com

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