



MIND... SET TO SUCCESS

(What We Can Learn From The World's Worst Telesales Person)

Vol 4 Issue 2

Speaker Humourist Magician

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Ian Chisholm
Deputy Chief Executive
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Dear John

I don't know about you, maybe it's just with Easter and all the bank holidays we've had recently, but when I eventually returned to work I forgot what I did for a living. If it wasn't for my [web site](#) I'd still be none the wiser.

At one point I even wondered if the Government was trying to ease us into the idea of a four day week.

Ok, I jest. After such a long break I know it can take a short while to get back into the swing of things and for some people I'm sure it can take longer. Unless of course, you never had a clue how to do your job in the first place. Which brings me to...

One day last week while I was in the office catching up with my admin the phone rang. Actually, do the phones of today ring, as often the ring tone can be anything but a ring? My phone plays the 1812 Overture, but without the cannons as I'd hate to wake the neighbours. Anyway, it rang and I answered. The voice at the other end boldly asked, 'Can I speak to your IT person?'

I said, 'No,' and then I hung up.

The phone rang a second time and the same voice as before said, 'my time is very valuable, so let's not waste any time, do you agree?'

I said, 'I agree, one way to save your valuable time is by not making phone calls.' Then, I hung up.

The phone rang a third time and the same voice said, 'That's rude.'

I said, 'You're absolutely right that was very rude, you call me, you don't tell me who you are or which company you're from. You ask me for private information and don't even say please.'

You also phone me back telling me how valuable YOUR time is without considering the value of MY time.

If I, a complete stranger, ran up to you in the street and, without introducing myself, asked you to give me private information without consideration for YOUR time and having the common courtesy of saying please, what would you do?'

Then... she hung up.

Like most people I hate telesales people and yet I tolerate them; why? Because we all have a job to do and business is business. How I respond depends on the approach of the caller and I tend to treat them as they treat me.

I'm also tolerant because I've even done some telesales in my time and at some point in the future will hire people to make telesales calls for me. The thing is, there's a right way and



Email John to ask a question



John's YouTube Channel



You are receiving this communication because I've either worked with you, you've seen one of my presentations or I've met you at some point.

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wrong way to do it.

Any relationship in business and socially has to be based on respect.

My cold calling 'friend' was obviously inexperienced and either needed training or was poorly trained. Either way she didn't show me any respect and didn't get any in return.

I believe, in the main, we're all decent people; it's just that sometimes we forget ourselves. We might be in a rush or bad mood, and when we talk to someone we offend them. I'm ashamed to admit I've done it myself; thankfully it's a rare occurrence.

Is that what we really want to do? I doubt it. The trick is, no matter how busy we become, we have to be aware of our behaviour at all times and ALWAYS treat people with respect. ALWAYS treat people how we would like to be treated ourselves.

If we don't then they'll just... hang up.

The Sneaky Stunt - A trial separation

You need two straight sided glasses that nest into each other.

Place one glass loosely inside the other as shown in the photograph below and lay them both on their side, with the open mouths towards you on the edge of a table.



Your mission John, should you wish to accept is, to remove the inner glass without touching either glass.

Don't give in too soon and when you're ready and ONLY when you're ready [click here](#) for the solution.

The Challenge - for a bit of fun, I challenge you to drop this useless fact in to your next conversation

Charlie Chaplin once came third in a Charlie Chaplin look alike contest.

I bet he stayed silent about that. Can you imagine the embarrassment if his mother and wife were on the judging panel?

Doing More With Less - Find someone who knows what you need to know

Sometimes we all get stuck. We might want to perform a particular task and not know how to go about it or we might want to find an easier way of doing something.

I always look at my circle of friends/contacts/associates and even people on the internet for someone who is already doing what I want to do and then... I ask. That's it, I contact them and ask them to tell me.

Guess what, providing you're polite and show respect, you'd be

amazed how very few people will refuse helping someone.

Now this technique works two ways. If you're a taker and won't help anyone in return you'll find more people refusing to help you, even when dealing with strangers. If you're a giver and will help as many people as you can then more people will help you when you ask.

I don't know why this works I just know it does, I dare you to try it.

True Wit... and wisdom - I've always admired... wit

"My wife told me I'll drive her to her grave.

I had the car out in two minutes."

Tommy Cooper

"I took part in the International Burglary Championships.

I got silver."

Milton Jones

I Can't Believe They Said That, or.... Doooh!!!

"- I have an autograph of Horatio Nelson.

- And what does it say?

- It says... Horatio Nelson."

Caller and expert on LBC Radio

How silly... I wonder which hand he wrote it with?

"We've got to pause and ask ourselves: How much clean air do we need?"

Lee Lacocca

I'm so stunned I'm not even going to comment.

... and finally

If you're organising a dinner, conference, road show, away day or any event and you're looking for an [after dinner](#) or [motivational business speaker](#) who is insightful and energising with sack loads of humour, then I can help.

I'm very effective at sales and staff conferences and in particular the after lunch slot when an audience needs energising and your corporate message re-enforced.

I'm not saying I would be a perfect fit for your event; that, of course, would be for you to decide. What I am saying is that if you do have an event coming up, then when would now be a good time to give me a call on +44 (0) 1274 685 152 or email me at john@hotowka.co.uk and find out how I can help?

Until next time, stun the world... be astonishing.

John Hotowka

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