

## Must-Do Tips No 54 – Yuletide Yodellings (Xmas 2008)

Instead of sending out Christmas cards (or offering you a sanctimonious declaration of charity to which our card money has been despatched)\*\*, we thought that some amusing and/or instructive **Business Development anecdotes** might help cheer us all up in the bleak midwinter of economic downturn. Culled from the canon of 'happenings' with professionals that we have experienced or heard about during 2008, here are three of the best tales. No names, no pack drill so the guilty or unfortunate remain warmly protected under the trench coat of anonymity.

From all at People Scope, we wish you a Happy Christmas and hopefully a recession-resistant New Year.

(\*\* It's the sanctimonious declarations not charitable causes that we deplore)

### Story 1 - I am a TIGER (grrr)!

Fans of comedian Steve Coogan - and, in particular, his "Dearth of a Salesman" persona Gareth Cheeseman - will especially appreciate this one. As preparation for a beauty parade, a group of partners were asked to think of a personal mantra to say to themselves before they went in, to help them focus and calm their nerves. Allegedly, for the next few days, listeners at the firm could hear "I am the dog's bollocks!" booming from the bowels of one partner's office. Another decided to try out different mantras on the cows at a farm and let them decide the best one (a moo-ving experience for the livestock, no doubt).

### Story 2 - professional sensitivity rules (not)

In a negotiation training scenario, participating partners were presented with a disgruntled client who had been badly treated by the firm. Time for a bit of judicious bowing and scraping and then sorting out the problem to save our bacon, you might think? Not a bit of it. One sensitive soul decided to give the client the full-on arrogant professional treatment - time to "play hardball", as he put it. "It's not our fault...of course these things do happen from time to time...it would appear that *you* are largely to blame Mr Client" etc. etc. then followed, and not even the whiff of an apology. Just the sound of a fictional client walking out the door. Let's hope as a result that he won't try this on his real clients.

### Story 3 - conflict ...what conflict?

Back in the good old days of prosperity and deal mania (i.e. earlier this year), client conflicts of interest were quite a big thing. Actually, they probably still are for some.

Faced with one, good professionals communicate clearly and honestly with the client. Bad ones don't. Like the professional firm promising absolutely that there was "no question" of a conflict if they acted for the potential client. Sad for them then that the client got to know about a direct and clearly conflictual relationship the firm already had - by reading about it in the professional trade press! Telling porkies just doesn't work.

When not enjoying themselves at Yuletide, People Scope consultants work with professional firms to help them resolve better their client conflict, pitching/beauty parade and other commercially-focused issues. For more information hit 'Reply' and type **Christmas Beauty & Conflict**.

Over the next six months, we are producing a series of six articles for the Professional Services Marketing Group (PSMG), focused on the implications of the recessionary environment for professional firms and the practicalities of how best to respond to the new reality. The first article "**Recognise the Impact of Recession**" is now available **free** to members of the Professional Services Marketing Group by going to [www.psmg.co.uk](http://www.psmg.co.uk) and signing in. It can be located in the Strategy & Planning section of the Knowledge Bank.

Non-PSMG readers of Must-Do Tips can also obtain a free copy of this first article - just press 'Reply' and type **Recognise the Impact of Recession**. If you wish to sign up to receive the whole series as they are published, press 'Reply' and type **Business Development in Recession Series**. Of course you could always....go to our website at [www.peoplescope.com](http://www.peoplescope.com).

We welcome feedback on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you have enjoyed. If there is a topic or issue that you would like us to cover what is it? And if there is something that annoys, tell us too! We want to improve.

Finally, if you do NOT wish to receive "Must-Do Tips", click on this link [unsubscribe]click here to unsubscribe[/unsubscribe]. Or press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

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