



## **Pre-suasion by Adrian Law**

### Transcription

1

00:00:00,000 --> 00:00:01,460

Have you ever noticed that whether you're

2

00:00:01,470 --> 00:00:02,960

in a cafe or sometimes

3

00:00:02,970 --> 00:00:03,809

a restaurant,

4

00:00:03,819 --> 00:00:06,030

you can tell who the owner is?

5

00:00:06,130 --> 00:00:07,300

even in the dealership,

6

00:00:07,309 --> 00:00:08,159

Often you can tell who

7

00:00:08,170 --> 00:00:09,250

the boss is.

8

00:00:09,439 --> 00:00:10,229

How is that?

9

00:00:10,239 --> 00:00:11,229

How can you tell?

10

00:00:18,979 --> 00:00:19,450

Well,

11

00:00:19,459 --> 00:00:20,610

I think there's a few reasons.

12

00:00:20,620 --> 00:00:21,920

One is how the people hold

13

00:00:21,930 --> 00:00:22,559

themselves

14

00:00:22,569 --> 00:00:23,399

how they walk.

15

00:00:23,409 --> 00:00:24,760

But it's often how much

16

00:00:24,770 --> 00:00:25,540

they care.

17

00:00:25,551 --> 00:00:27,040

You know, the courtesy,

18

00:00:27,049 --> 00:00:27,989

the customer service

19

00:00:28,000 --> 00:00:29,690

They give you, the extra mile that they

20

00:00:29,700 --> 00:00:32,150

will go to, how friendly they are.

21

00:00:32,439 --> 00:00:34,759

I had an experience just recently in

22

00:00:34,770 --> 00:00:35,959

the Apple store.

23

00:00:35,970 --> 00:00:37,979

I wanted this little adapter.

24

00:00:38,330 --> 00:00:40,040

I spent the weekend in Sydney.

25

00:00:40,049 --> 00:00:41,340

I was flying Interstate and

26

00:00:41,349 --> 00:00:42,259

I have this already.

27

00:00:42,270 --> 00:00:43,080

But it was at home,

28

00:00:43,560 --> 00:00:45,799

and I explained to the the gentleman that

29

00:00:45,810 --> 00:00:47,430

I might need this and

30

00:00:47,439 --> 00:00:48,799

he actually said to me,

31

00:00:48,810 --> 00:00:49,299

He said, Oh,

32

00:00:49,310 --> 00:00:51,630

we have a money back guarantee.

33

00:00:51,639 --> 00:00:53,639

I think it was 14 or 21 days.

34

00:00:53,650 --> 00:00:54,639

He said, If you wanna buy

35

00:00:54,650 --> 00:00:56,049

it and return it,

36

00:00:56,060 --> 00:00:57,458

you can do that.

37

00:00:57,461 --> 00:00:58,289

now, Was that thinking

38

00:00:58,290 --> 00:00:58,938

like an owner?

39

00:00:58,939 --> 00:01:00,330

Of course not.

40

00:01:00,340 --> 00:01:01,590

I couldn't believe my eyes,

41

00:01:01,599 --> 00:01:03,049

especially in such a store,

42

00:01:03,299 --> 00:01:04,470

but it's things like,

43

00:01:04,699 --> 00:01:04,940

you know,

44

00:01:04,949 --> 00:01:07,319

from picking rubbish up when you see

45

00:01:07,330 --> 00:01:08,529

it in your workplace,

46

00:01:08,540 --> 00:01:09,559

it's how you talk to

47

00:01:09,569 --> 00:01:10,480

your customers.

48

00:01:10,580 --> 00:01:12,480

You know how precious if

49

00:01:12,489 --> 00:01:13,199

you're in sales,

50

00:01:13,209 --> 00:01:14,559

How precious are the leads?

51

00:01:14,569 --> 00:01:15,779

If you were the owner,

52

00:01:15,790 --> 00:01:16,910

how would you look after them?

53

00:01:16,919 --> 00:01:18,750

Would you look after them differently to



54

00:01:18,760 --> 00:01:19,879

what you do now,

55

00:01:19,970 --> 00:01:22,750

the way you talk to your peers and the

56

00:01:22,760 --> 00:01:24,769

help that you give or don't give them

57

00:01:24,779 --> 00:01:26,510

the way that you ask for help.

58

00:01:26,519 --> 00:01:27,550

There's so many different

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00:01:27,559 --> 00:01:28,809

variables to this.

60

00:01:28,940 --> 00:01:30,349

But my message today is

61

00:01:30,360 --> 00:01:31,650

"think like an owner"

62

00:01:31,660 --> 00:01:32,699

not like this guy.

63

00:01:32,900 --> 00:01:33,839

because when you think

64

00:01:33,849 --> 00:01:34,510

like an owner,

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00:01:34,519 --> 00:01:35,519

not only do you get the

66

00:01:35,529 --> 00:01:37,540

results but people notice.

67

00:01:37,680 --> 00:01:39,709

And I guarantee if you think and especially

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00:01:39,720 --> 00:01:41,269

"act like an owner",

69

00:01:41,279 --> 00:01:42,110

then you'll go far.

70

00:01:42,120 --> 00:01:42,949

That's my message.

71

00:01:42,980 --> 00:01:43,349

See you soon.