

### **Is praise more effective than pay?**

Think about those you work with the most - your colleagues, your team, maybe your spouse or sibling. When was the last time you gave them some recognition?

Remember just how big an impact recognition, or lack it, can have on the effectiveness of your business. It should be a key part of any organisation but so often it gets forgotten in the day to day dramas involved in running a small business.

In many businesses the only time anyone will hear from a colleague or boss is when something is wrong.

### **I think we need to redress the balance!**

How about telling your team, your business partner, your supplier, your colleagues when they've got it right?

All of us need recognition at some level. If they meet or exceed your expectations, let them know! Never ignore those behaviours you want repeated - start telling the people who meet or exceed your expectations how good they are and how much you appreciate their efforts.

### **Recognising others**

Recognition can be given orally and face to face, and ideally with something to remember; or it may be in writing. The advantage of written recognition is that it provides the memory itself: the recipient can refer back to it and even share it if they want to.

As almost all written communications nowadays are electronic, a handwritten note is so rare that its novelty value can work particularly well. But consider other means. Even a text can work wonders if this communication is the norm for the recipient.

### **Whatever the medium...**



- 1) **Be genuine:** If you don't mean it, don't say it
- 2) **Be timely:** make it as close to the event as you can
- 3) **Make it specific:** refer to exactly what they did
- 4) **Be personal:** use their name
- 5) **Be clear:** explain why it is appreciated
- 6) If appropriate **make it public:** find a way to let others know.

You may not manage to hit all six of these factors every time but keep them all in mind and aim for as many as you can.

### **The one that's not negotiable is rule 1 - be genuine!**

The equation is straightforward. More recognition will result in improved motivation levels. A more positive mindset comes next and with that anything's possible - including more sales!

Sales Success? It's all about the psychology of communication.

Until next time.

## **Leigh**

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