

## TRANSCRIPT

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[Intro]

Welcome everybody to Success Left a Clue. This is your host Robert Raymond Riopel. I want to welcome you to Episode number 37.

Before I start this episode, I'm going to kind of go back to episodes I've done in the past and things I've said on that, which is what are the 3 R's for my name other than my name, Robert Raymond Riopel, of course.

They also stand for real, relevant, and repeatable. I'm doing this podcast right now, the recording. I happened to be sitting in my hotel room just east of New Delhi, in India. Just finished an amazing event last night where we had a huge line up of amazing presenters both internationally and locally and including the headliner who happened to a gentlemen by the name of Brian Tracy.

And so, here we are, I am meeting all these great people. We're having a great time. Actually right now, I'm just about to leave for the airport from my, right to the airport so I can fly home looking forward to being back with my family. And, talking about keeping it real.

We're out for dinner, having a dinner the night before the event and we're sitting down, just the trainers and the presenters that are going to be on the state, getting to meet each other. Brian Tracy have to be there and with his son Michael. Amazing, amazing young gentleman Michael and of course, Brian Tracy amazing as well.

And we're just masterminding, we're talking, we're sharing ideas and it was kind of cool, how this kind of, we talked about being real. The greatest trainers in the world in my opinion, just my opinion, are people that are real. And let me give you an example.

Brian Tracy, one of the reasons he's so successful is he's real. When we're sitting there, he is a wealth of knowledge. And he's got statistics, he's got research. He's a man that backs up every single thing he says. And so, we're just have great conversations. But before we sat down at the table, the inspiration for today's podcast, kind of started.

So I'm sitting here and we're starting, getting introduced to the different speakers. Some I've met before, some I haven't. And all of a sudden, this gentleman comes up and he shakes my hand. Says my name from my hash. My friends call me Mack. He introduced himself to a couple of more people. And all of a sudden, he turned around and another person from the company I contracted to, by name of Douglas.

He's standing there and all of a sudden, he's like, "Buddy! And he gives him a big hug. So I looked at him and said, "That's interesting. Formal, formal, formal, and buddy? What's that all about?" And he said, "Well! I meet him at lunch today." And all of a sudden, as we get into this conversation about because he'd met him, had a meal with him, you went from being a formal introduction to his my buddy.

And so, this is the title of today's podcast. It's called Formal. Buddy, brother; formal buddy brother. Now what does that mean? Well, I'm a big, I love to joke around. I'm a big kid. I'm a big joker. Well, turns out my hash, Mack, he's a joker around as well. And so we get in this big conversation and I said, "So okay, let me get this straight. You've never meet me before. So I'm formal introduction. You met Douglas at lunch today for the first time, had lunch with them. And because you had a meal, he's now your buddy?"

He goes, "Yeah." I said, "Okay, that make sense." I said because Soren who happens to our partner here in India, amazing, amazing gentlemen, amazing business man. Like brilliant mind. I said, "I've now have more than three meals with Soren that's why I call him my brother." I said so good formal. One meal buddy, three meals brother. And out of his mouth, Mack goes, and by five meals, Soren has given you his credit card.

And then the joke just keep rolling on from there. That started with a silver credit card. Then the gold credit card then the black credit card. As we have more meals together. And we laughed it off and it was kind of cool, kind of fun. And then we're sitting down having dinner. And Brian just sharing stories with us. And Mack and I started getting into a bit of conversation. And all of a sudden, because again like me he actually looks for lessons in everything as well.

All of a sudden, the lessons start to really come from this. We realized that this is real life. Think about business, think about success. One of the reasons that most people struggle with success, struggle with being able to have a kind of customers and clients they what is because they do the approach the wrong way. And all of a sudden, it comes up like this.

A customer comes in and they're like, what would you like to buy? What would you like to buy? What would you like to buy? That's like going on your first date, applying date with someone and on that applying date, asking them to marry you; it's just not something you do. But yeah in business, that's what people are doing all the time and I'm going to use the example that I use when I train trainers around the world.

I give them a little equation that is so important. It is LRTandM. So LRTNM. And what that stands for is Low Risk in Time and Money. You have to create a relationship with the customer. Everybody's heard it. They know the research that you've got to have at least three to five or seven interactions with the customer that they see on online marketing as an example. Or magazine marketing or radio ad marketing or TV ad marketing before they will actually notice and or buy from you.

So why is it when we're meeting people, on a day to day basis, we're totally forgetting that. We're totally putting that out the window. We're not even paying attention to it. Once in there, we're trying to get the big deal right of the bag. And that's where the lesson turned into.

So yeah, when you first meet someone, more of a formal introduction. Then by the time you have an interaction with them, they start to get to know you, they become your buddy. After two or three interactions, they've really seen the value of what your product or service is, if they're still interacting obviously, they've seen that there's some wit that you have or something that you have that they might be interested in and all of a sudden becomes like family.

And now, you're keep interacting and showing value up front; listen to me closely, value up front. All of a sudden, now the credit card comes out. So formal, buddy, brother, they become that family. And the more interactions you have, now your goal isn't just a onetime transaction with them. And I hope you're getting this, I hope you get the power of this. It's not just a onetime transaction.

Just like we said, five meals the credit card comes out. Seven meals, all of a sudden the silver and then gold then platinum then black, whatever the different credit card levels are. Because the more you deliver value to them, the more they're going to be your customers. And all this is something that I've understood all the way back from my Domino's pizza days.

I valued my regular customers. And again look at the research, it will cost you more to get a first time customer, way more, that it is to keep an ongoing customer. You've already done the marketing to them, and with some great products and services, and great customer service, they will stay loyal.

Now I know that I can hear some people are going, "Well, Robert, I kind of disagree with that. I don't totally agree with what you just said because if you look at it, it seems like I have customers that come and go."

Well, if that's the case, here's what I want you to look at, kind of a little addition to this episode. See if you're trying to just compete on price. Cause if you are and this is what we learned on our Domino's pizzas as well. Every time we run a killer deal, we were busy. But the moment our deal was over, our competitor was running one. So everybody started going over to them. That was not a loyal customer of ours.

And all of a sudden, we have started owning our value and our price and hold our price in place and absolutely blow our customers away with product and service. Now, did we lose some customers? Yes, we lost customers that were always just looking for the best deal. The lowest price. I'm not going to say the best deal. I am going to say the lowest price because value can create a better deal than just pricing.

And so, when we started owning it, all of a sudden, we started to have regular customers and that's when the biggest difference for me. That's when we started having higher profits because people valued our product, they valued our service and they're willing to pay for it. So that's the key.

So what I'm going to say is I'm going to end the podcast on this. Ask yourself if you're trying to get that marriage proposal out on your first interaction with your customers. When instead, you can go formal, buddy, brother, credit card, credit card, credit card. I hope that makes sense.

And so, from beautiful east of Delhi in India, signing off Robert Raymond Riopel. Always live with passion and I look forward to you on the next podcast. Thanks everybody. Have yourself an awesome day.

[Outro]