

TRANSCRIPT

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[Intro]

Hello and welcome once again to Success Left a Clue, the podcast where I, your host, Robert Raymond Riopel, we decide to take all the lessons I learn from traveling around the world, taking those nuggets of gold, turn them around and give them to you as clues in your everyday life.

And wow, this is Episode #6 of marathon day. What I mean is I am in Sao Paulo, Brazil still and today I've been able to record six different podcasts, six different episodes. Getting caught up with ideas I just noted down over the last three months while I was not doing live events. This is actually episode total #92 but it's the sixth one today; on a roll, having fun, ready for an amazing event tomorrow. This event is so perfect for even what I experienced today, even though I wrote the title down a while ago. It is "Same, Same but Different".

And again, probably some of you have been following me on my podcast wondering, where does he come up with some of these names? Some of them are just plain out wacky. Well this one came from years ago when I came out of retirement end of 2012. I started doing events back overseas again in Asia, Singapore, Malaysia, Thailand, Taiwan, Philippines, Vietnam; all of those places.

And one of the things I noticed with our staff, they would always use this, we'd get ready to do a cab and we'd ask them something and they would go, yes, same, same. But we noticed that it wasn't always same, same. It was same, same but different. And that was kind of the version of what we came up with. They would go same, same, we go by different because even though they're saying same, same, we go, but no it's not. It's a little bit different.

Couple weeks ago when I all of a sudden thought about this and I decided to write it down, it was like same thing but different. I would be curious about your clients. Because what I noticed and one of the perspectives I feel blessed to have is traveling around the world, I deal with a lot of different cultures, a lot of different cultures.

And so, if I was like every ordinary business person and I just treated every customer the same, I would get ok results in some place, great results other places, terrible results other places, so-so results again in other places. Even though I maybe delivering the same service or the same brand, same device, or same whatever, my customers, depending on their culture, depending on their living conditions, their upbringing, they all have different viewpoints, different perspectives, different way of looking at things and so that's where this came in.

Take the time to get to know your clients. Know them so that you can take your same product or service and ask yourself, how can I deliver to them in a way that serves them more? So that it is the same, same but it is different. So here I am as an example. I am in Brazil right now. It's my first trip to Brazil. So, I am putting in extra time Googling, learning, talking to people about how Brazilian people perceive things. What they like, what they don't like, what their struggles are, what their hopes and dreams are. How I can best serve them to be able to go to another level?

In two weeks, I'm headed to Ho Chi Minh in Vietnam. I'm there two times a year for the last four or five years. So I've got a really good feel for them. So I automatically now know how to be able to serve them the best but being in Brazil I want to make sure because my passion is to make sure that the students get everything they deserve and even more. That is where it's like, okay, it is time to really take this and find out. So it's worth spending and investing that time. If you don't have the time to do it, have someone in your company research it. This is a great place to use interns.

Use interns to research your client base, research your demographics. I want to know tomorrow when I step into the room, I want to know as soon as possible who's in that room. So my staff would be doing research; the moment registration is closed, they're going to be pulling the demographics. How many people are part of our package? Where they have all our courses? How many people are there as guests? How many people are there because they just bought this one course by itself?

Because as I know what the mix in my room is, I know how I can better serve them. I'll give them the same material, the same data but I may say it in a little different way sometimes to really impact the different people in the room. Of course now that I have gotten quite a bit of update or I've learned and I talk to people and taking notes on who people in Brazil are, what their dreams and hopes and all that are, their fears, what holds them back, I now know different ways I'm going to talk to this audience as compared to talking to an audience, let's say, in North America or audience in Poland for the same program or an audience in Germany.

This particular program I'm teaching this weekend, my first year out of retirement, I actually taught the same program in four different countries. I started in Australia then I was in Germany, then Poland and then Singapore. With each one, because I had different cultures in each room, I had to do the research and it was well worth putting in that time.

Are you putting in the time? Or are you just giving every client the same thing, the same, same? Not asking yourself, if I can adjust, enhance, to help make sure my customers are happy. Research shows that the most expensive part of any business is going to be marketing and what it cost to market and get a new customer; first is retaining an existing customer that has become a raving fan of yours. That's where the same, same but different comes in.

So I hope this helps, I hope you've learned something. I hope you got something from it. Episode #92 "Same, same but different." We're it calling it a wrap for the night. Time to get ready for these amazing three days event and so I can be on point with them and give a 100% of my focus. See that goes back to again four episodes ago—don't stress, commit to getting it done. I said I wanted to get a number of podcasts done today. I've been relaxing and enjoying getting to know people, doing my research. So does it bother me to take a few extra moments and do couple more recordings? No. See, because now I can go to bed and be ready for tomorrow with a clear mind so that I can do the same, same but different for my students here.

So for Episode# 92, Robert Raymond Riopel; always live with passion.

[Outro]