August 09, 2010
Volume 9, Issue 32

Lean Thoughts

Selling Change

Adapt...or risk being less successful than you could be.

The old adage is true - **Life IS a sales call.**

Whether you're selling actual products, services or change professionally, or "selling" an idea to your boss or a peer, at the end of the day, we're all in sales.

But, to win the business, to get to “YES”, you have to speak the customer's "language".

Speak Your "Buyer's" Language

First - You have to figure out how each prospective buyer prefers to be approached...Do they want to skip the small-talk and get right into the details? Or do they want to "shoot the breeze" a while first? Are they assertive or passive? Creative or analytical?

The answers to these questions will define your customer's "buying style". And, once you learn how to adjust your selling style to match your customers buying styles, you've struck gold!

The 4 Basic Buying Styles:

The "Buying Styles" philosophy is based on the D-I-S-C behavioral model. There are four basic buying styles:

High-D: The High-D (Drive) buying style is direct and decisive. They want you to cut to the chase, tell them what you want them to do and let them know what's in it for them. They will tune out if you take too long to get to the point.

High-I: The High-I (Influence) style enjoys engaging in conversation and discussing the big picture. They want the stage. They want you to get them talking.

High-S: People with a High-S (Steadiness) style want you to get to know them. It is all about the relationship. They will buy from you because they like you and trust you.

High-C: High-Cs (Compliance) want you to present information in a logical, linear fashion. They want the details and time to go through them.

You've probably had some success using your own, personal "selling style". Imagine how much more successful you could be if you recognized and adjusted to the way others prefer to buy.

Where Lean Thoughts can become Reality

"Unless you try to do something beyond what you have already mastered, you will never grow.“

Ronald. E. Osborn

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HOW A STANDARD IS CREATED

It is said that most automobiles on the road are being driven with only one person in them – the driver. So why in NA is the steering wheel on the left side of the vehicle and not on the right where it would be a lot safer to enter or exit the car once parked on the side of the street?

Maybe here's a story that explains some of the reasoning why things are the way they are:

Here is a look into the corporate mind that is very interesting, educational, historical, completely true, and hysterical all at the same time:

The US standard railroad gauge (width between the two rails) is 4 feet, 8.5 inches. That's an exceedingly odd number. Why was that gauge used?

Because that's the way they built them in England, and the US railroads were built by English expatriates.

Why did the English build them like that? Because the first rail lines were built by the same people who built the pre-railroad tramways, and that's the gauge they used.

Why did "they" use that gauge then? Because the people who built the tramways used the same jigs and tools that they used for building wagons which used that wheel spacing.

Okay! Why did the wagons have that particular odd wheel spacing? Well, if they tried to use any other spacing, the wagon wheels would break on some of the old, long distance roads in England, because that's the spacing of the wheel ruts.

So who built those old rutted roads? The first long distance roads in Europe (and England) were built by Imperial Rome for their legions. The roads have been used ever since. And the ruts in the roads? Roman war chariots first formed the initial ruts, which everyone else had to match for fear of destroying their wagon wheels. Since the chariots were made for (or by) Imperial Rome, they were all alike in the matter of wheel spacing.

The United States standard railroad gauge of 4 feet, 8.5 inches derives from the original specification for an Imperial Roman war chariot. Specifications and bureaucracies live forever. So the next time you are handed a specification and wonder what horse's ass came up with it, you may be exactly right, because the Imperial Roman war chariots were made just wide enough to accommodate the back ends of two war horses. Thus, we have the answer to the original question.

Now the twist to the story . . .

There's an interesting extension to the story about railroad gauges and horses' behinds. When we see a Space Shuttle sitting on its launch pad, there are two big booster rockets attached to the sides of the main fuel tank. These are solid rocket boosters, or SRBs. The SRBs are made by Thiokol at their factory in Utah. The engineers who designed the SRBs might have preferred to make them a bit fatter, but the SRBs had to be shipped by train from the factory to the launch site. The railroad line from the factory had to run through a tunnel in the mountains. The SRBs had to fit through that tunnel. The tunnel is slightly wider than the railroad track, and the railroad track is about as wide as two horses' behinds. So, the major design feature of what is arguably the world's most advanced transportation system was determined over two thousand years ago by the width of a Horse's Ass!

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