



The Raphel Report

Observations on marketing, advertising, sales and promotions
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Winners & Losers

What makes one business succeed and another fail?

Are there techniques, ideas, directions to follow to guarantee your business will not only succeed but also grow?

One of the first books we wrote (in partnership with writer/speaker Ray Considine) was called "The Great Brain Robbery."

In one chapter we wrote that the world was divided into two groups: Winners and Losers.

We've shared this idea with thousands of businesses around the world and many have said, "You know - it's true!"

Today, let's share them with you, showing how the first letter of each word describes Winners. And Losers.

W = Work

Winners work harder than other people. Dr. Armand Hammer of Occidental Petroleum was once asked, "What is the secret of your success?" His answer: "I work fourteen hours a day, seven days a week and you'd be amazed at all the good deals I fall into."

This also means you enjoy what you do. Vrest Orton, founder of the famous Original Vermont Country Store in Weston, Vermont, once told me, "I can't get over the fact that people pay me money for what I enjoy doing every day."

I = Ideas

Winners have ideas. They consciously look for them. Leo Burnett, one of the creative advertising Hall-of-Famers, tore out ideas he'd find when he read newspapers and magazines. He put them in a file in his drawer. When it was time for a new campaign, he'd re-read the file and always found an "idea" that triggered his eventual campaign.

"Opportunities multiply as they are seized." - Sun Tzu.

N = Now

Winners do things NOW. No waiting till "the time is right." They remember this sentence from the Bible in Corinthians, "Now is the accepted time."

"Seize the moment. Remember all those women on the Titanic who waved off the dessert cart."
- Erma Bombeck.

N = Natural

Winners are Natural. They perform with a skill and ease that makes an observer ask, "How do they do that?" Watch the sports champions. They are smooth, easy, natural. They make it look easy. But it isn't. It's learned by practice, doing what works and repeating it over and over again and again.

E = Energy

Winners thrive on the idea of Getting Things Done, and quickly say, "Next?"

Jack Thayer, a former executive of WNEW, Metromedia's New York TV station, said you have to ask yourself three questions:

1. If I don't do it, who will?
2. If I don't do it now - when will it get done?
3. If I don't do it at all, what will happen?

This means having the Energy to accept the challenge: "Will what I'm about to do take me one step nearer my goal?"

R = Repeat

I've written more than 10,000 headlines to sell merchandise. Some worked well. Some didn't work at all. A few worked every time I used them. So we used those headlines again and again.

The best performing subscription headline for the Kiplinger Newsletter didn't change for decades. Here it is: "Are you ready for the boom years ahead?"

Look what you did that previously worked for you. Don't give up because it was used before. A Winner dusts it off, brushes it up, trots it out and watches it win again.

S = Sell

Red Motley sold advertising in Parade magazine by saying, "Nothing happens 'til somebody sells something."

Try this one: Ask one of your golfing, tennis, social friends, "Do you know what I do for a living?" Amazingly - many will really not know.

Winners are always selling their products and services. They never think about what they want to sell but rather what the customer wants to buy.

"Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman." - David Ogilvy

OK, now on to Losers. . . .

L = Later

Losers do things "Later."

They procrastinate. They find reasons NOT to act ("What if I make a mistake?") They feel it's safer to react than act. They follow the advice of Calvin Coolidge, "If you don't do anything, you won't be called upon to repeat it."

O = Overworked

Losers are always overworked because they never start. Losers feel that if they finish one job someone will give them something else to do. So why finish?

S = So-So

And when they DO finish the job and you ask, "Is the job done?" they answer, "Well, it's so-so." Shakespeare summed up the words in "As You Like It" when Touchstone says, "So-so is good, very good, very excellent, good and yet it is not. It is but. . .so-so."

E = Excuses

Losers have excuses. Remember the story of the customer in the restaurant who asked a passing waiter, "What time is it?"

"Sorry," says the waiter, "you're not my table."

I've always liked Henry Ford's thought on this, "Whether you think you can or that you can't, you're probably right."

R = Retire

A 23-year-old man came to our store applying for a job. His first words were, "I'd like to know about your retirement plan."

We answered, "Well, that's something you won't have to worry about because you won't be here when that time comes."

Losers are not bad people. They are simply content to spend their days in the lower rungs of life's ladder. They echo Archie Bunker who said, "It's no use trying to do things because THEY control everything." When asked who THEY are, Archie shook his head and answered, "You know..."

Yes, we know. "They" are. . . WINNERS.

S = . . .

The "S" in LOSERS stands for. . . nothing.

Because Losers never finish.