

*"I have not failed. I've just found
10,000 ways that won't work."*

Thomas A. Edison

*"I've missed more than **9 000** shots in
my career. I've lost almost **300** games.
26 times, I've been trusted to take the
game winning shot and missed. I've
failed over and over and over again in
my life. And that is why I succeed."*

Michael Jordan

Do business like a Titan – or start looking for a job

Universal truths of Sport and Business

19 June 2013

Parallels between sport and business

Drive

Ambition

Goal-Directed

Focus

Discipline

Confidence

Mental Toughness / Resilience

The greatest challenge facing Sport
and Business today?



SALES

Times they are a-changing ...

*“There's a battle outside ragin', It'll soon shake your windows and rattle your walls
For the times they are a-changin'” Bob Dylan 1964*

- Internet
- Social Media / Blogs
- Customer sophistication
- Local & International competition
- Times are tough (as if you haven't noticed)

Everything starts at the top

- Conductor – Director
- Influence – Motivation – Inspiration
- Ethics
- Avoid Harakiri

The fans – The customer

- Without them you are/have NOTHING
- They are the reason for your existence
- They are as loyal as your last performance
- They pay your salary
- They look at you for inspiration

Build a following

- Make a stranger a friend
- Make a friend a first time customer
- Make a customer a loyal customer

= Permission Marketing

The team

- The A team – ALL stars
- Identify and nurture talent
- Team work (work done by several associates with each doing a part but all subordinating personal prominence to the efficiency of the whole)
- The coach



The brand



Titans - One that is extraordinarily large and powerful

Proteas – one who could change his form at will

Bafana Bafana – Go boys, go boys

Springboks – fast, high, far

Quality - Consistence – Value - Promise

The real power of a brand is in the thoughts,
feelings, images, beliefs, attitudes,
experiences...that exist in the minds of
customers.

Increase revenue

- New customers
 - New products / new markets
 - New media
 - Referrals
- Existing customers
- Complementary products or services

Lessons learned

- It starts with leadership
 - It is an A team effort
 - Raise the bar
- Be true to your customers
 - Role model

Thank you

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