

Monthly Musings

courtesy of Fletcher Consulting

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SMART RECOVERY:

Central Market celebrates darkness

How did you recover the last time something went terribly wrong? Take a lesson from Central Market in Fort Worth.

Last Tuesday evening, the store experienced a power outage around 6:00 p.m. While many retailers would usher all customers out quickly, Central Market's General Manager Austin Jourde recognized an opportunity when he saw it.

With no phones, computers and cash registers working, he led his team to break out the champagne and truffles, turning the inconvenience into a thoroughly enjoyable evening for his customers.

With all electricity down, there were no credit card transactions. However, Central Market allowed customers to estimate the value of their groceries and pay with cash or check. And they were generous in the estimates, always making adjustments in the customers' favor.

My favorite solution in a time of crisis is **Respond at the speed of light with a smile!**

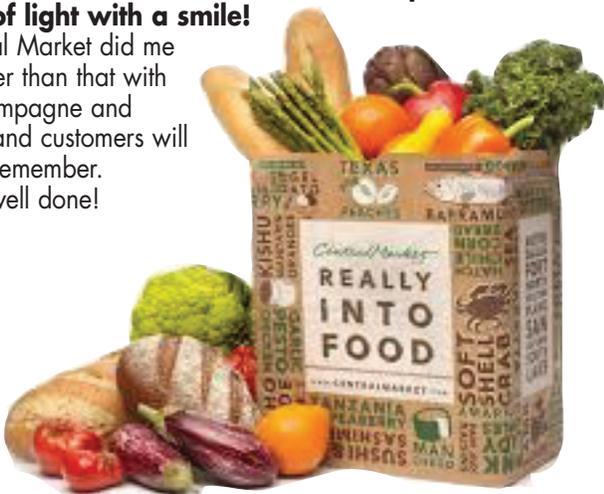
Central Market did me two better than that with free champagne and truffles, and customers will always remember.

Very well done!

How did you recover the last time something went terribly wrong?

Central Market's manager recognized an opportunity...

Respond at the speed of light with a smile!



SMART PROMOTION:

Dalworth Clean... Sings!

"Call 267-8433 because the next best thing to new is Dalworth Clean!" The crowd looked puzzled until the luncheon sponsor then proclaimed, "Hi, my name is Carly Reign and I actually AM the singer on the Dalworth Clean jingle."

[Check out the entire fun time right here.](#)

Then the 130+ crowd at the Hurst Euless Bedford Chamber of Commerce broke out in loud applause. At a time when chamber of commerce luncheon sponsors tend to give a standard presentation about how long they have served a community, I had helped my client Dalworth Clean raise the bar several notches.

"But there's more," she added. "I'd like five volunteers to stand up and sing the Dalworth jingle." Before she could announce the prize, one volunteer stood up and sang, followed by another, and then three more.

"Wow, you sang before I told you about the prize. Each of you is winning three free rooms of carpet cleaning at your home. Now let's have the audience vote on which of the five was best." The crowd voted with applause and selected Euless Mayor Linda Martin.

"Congratulations, Mayor. You're being upgraded to have **your entire home's carpets** cleaned!"

Carly then led the entire room into a chorus singing the Dalworth



Dalworth Clean founder James Smith and Carly Reign

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jingle. Since each was now an honorary Dalworth jingle singer, everyone received a \$20 coupon off future Dalworth services.

Lesson learned: Sponsorship presentations need to have energy and should positively reflect upon the persona of the company.

The smartest businesses can always find a way to interact with their audience, hopefully with something related to your product. I challenge you to move past "good" and to "great!"

SMART ATTITUDE:

Herman's Hermits "Into Something Good!"

Peter Noone, front man for Herman's Hermits, made my day... and night... on Friday, October 14. First the back story:

When I was 15 and a sophomore at Paschal High School, my father managed KXOL Radio. The station brought in Herman's Hermits back in 1966. My brother and I each took a friend and we all distributed KXOL bumper stickers before the show.

My friend was my tennis doubles partner Ned James, and my brother Jim's friend was Joe Gracey, who later worked at KXOL before moving to Austin for a career in radio (Joe had an amazingly smooth voice).

As show time approached, I asked the program director, Don Day, where our seats were. He told us each to grab a folding chair and follow him. We walked past the 20th row and I was impressed... then past the 10th and then the 5th. Don then put our chairs INSIDE THE BARRICADE so we were sitting **in front of the front row!**

I recall seeing some of the really "cool girls" in my class sitting on the seventh row and they were yelling to find out how we were able to secure these seats. I was somewhat of a nerd back then but for those two hours, I was a really cool guy.

Sitting that close, with the performers wondering why this group of four guys was positioned in front of the front row, was fun but awkward. I found myself occasionally waving at the band when they passed on the revolving stage.

When I learned Herman's Hermits with Peter Noone was playing in Arlington, where I live, I immediately bought tickets for Rebecca and me.

We were amazed at what an outstanding showman Peter is. He plays with the audience and makes local statements about the city where he is playing. He also had a lot of fun with this bit: "I'm in the airport at Love Field, where we flew in 50 years ago, and two girls walk up to me and ask to have their photo made with Nick Nolte (they thought Peter was Nolte). He added, 'Just think... somewhere in a bar in New Jersey is Nick Nolte and women are asking him to sing, "Mrs. Brown, You've Got a Lovely Daughter!"'

I have listened to Peter on weekends on the **60s on 6 Channel** of Sirius XM, where he shares behind-the-scenes insights about records and performers. We were impressed that he was also very clever on the stage. In addition to smart quips, he also played songs from the Monkees (Daydream Believer), Manfred Mann (Doo Wah Diddy Diddy), Freddy & the Dreamers (I'm Telling You Now) and even Johnny Cash (Ring of Fire).



Rebecca, John and Peter (Yes, I'm in the middle... not on the right!)

Here's his smart attitude: He realizes that his best years are behind him yet, he obviously enjoys performing and allowing his crowds to relive fond memories. He makes light of his age (still not 70 yet!), and has created a loyal following this next time around.

I'm sure the only reason he didn't specifically remember me is because I was with Rebecca instead of Ned. Yeah, that's the ticket!

THE Tiebreaker

I have grown tired of professional athletes "expressing their views" by refusing to stand during our national anthem at sports games.

While I do agree that they are entitled to freedom of speech, I also believe that freedom exists in their capacity as individuals, and not as team representatives.

To me, they should express their undying gratitude to the nation that provides them the opportunity to make astronomical money (the minimum NFL salary is \$435,000; many of these athletes would be making \$8.00 per hour with their other skills – so \$16,000/year).

Otherwise, they should pack their bags and move to a country whose flag and national anthem they can respect.

In my opinion, they lose that right when standing on the field in the uniform of a team that is paying them handsomely to represent that team and that city for which they play. I feel the same way about a college or high school athlete or band member, or even an official in zebra stripes, as happened this past weekend.

If the school or organization pays for the uniform, you do not have the right to protest while representing the school. That decision is up to the entity.

By the way, a survey released last week reported that NFL viewership has declined significantly this year. 40% of those interviewed said the national anthem protests were a factor in their decision to watch less pro football.

The most brilliant response I have seen came from a high school public address announcer, and I encourage every announcer in America to use this script: **"Now, as we prepare to play our national anthem, please stand, sit or kneel to show your support for the United States of America."**

