

# Monthly Musings

courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362  
Hurst, TX 76054  
(817) 205-2334 • Fax (817) 796-2087  
Email: john@thefletch.org

Get **Linked in** with John at:  
[www.linkedin.com/in/johnfletcherpr](http://www.linkedin.com/in/johnfletcherpr)  
Read John's blog on  
[www.thefletch.org](http://www.thefletch.org)

VOL. 11-6 • JUNE 2019

## SMART (NIGHT) MOVES:

### Bob Seger & Chevy

Bob Seger's [final performance in his hometown](#) last Friday night reminded me of the singer's historic collaboration with Chevrolet, where he allowed the brand to license a clip from "Like a Rock" song for its television and radio advertising campaign. As a result, "Like a Rock" became the anthem for Chevy trucks.

About 15 years ago, I heard a story at a Chevrolet corporate marketing meeting, and [this article from Rolling Stone Magazine](#) validates what I heard. The story confirms that **a seemingly average person's voice can have a profound impact on a company, even when that person feels insignificant.**

**Bob Seger... remind me of the singer's historic collaboration with Chevrolet**

The pickup truck market was extremely competitive in 1991, and Chevrolet was duking it out with the Ford F-Series and Dodge Ram for the top spot. At the time, Ford was on a winning streak and Chevrolet was struggling. Nevertheless, Chevy still claimed to have "the longest lasting, most dependable trucks on the road." The message was clearly not resonating enough with the American truck buyer.

**Chevrolet needed Bob Seger's "Like a Rock," and they needed it badly.**

Chevrolet needed a hook. More precisely, they needed an ear worm – a type of jingle or tune that people hear once and can't get out of their heads.

Chevrolet had created ear worms before:

- "See the USA in Your Chevrolet"
- "Baseball, Hot Dogs, Apple Pie and Chevrolet"

**YOU could save Chevrolet... MY job and tens of thousands more.**

Chevrolet needed Bob Seger's "Like a Rock," and they needed it badly. After all, it was a song written and performed by a man FROM Detroit, who had actually WORKED AT A CHEVROLET PLANT, and the automaker requesting permission to use it was BASED in Detroit. If ever there were a match made in marketing heaven, this was it.

An ad exec from Chevrolet approached rock 'n roller Bob Seger and pitched an idea: "We want to license your iconic song – 'Like a Rock.'" Seger had been turning down commercials for years.



Photo courtesy of Detroit Free Press

He hated the idea and felt that he would be selling out if he turned his performance art – the music that defined his soul – into any commercial designed to drive sales.

Then he received a visit from another Chevrolet ad exec. And then another. Even ad execs from the beer companies approached him about licensing his music for their products, but Seger refused to "sell my musical soul."

His decision was firm until one night, while hanging out in a bar in the Detroit suburb of Royal Oak, a man came up to him - but not just any man. "Out of nowhere," as Seger tells the story.

I recall the story I heard at the Chevrolet corporate meeting very well. The man was a production line employee and he was aware that Seger had turned down all kinds of commercials because he didn't want to sell his music out.

The stranger said, "Mr. Seger, I work on the production line at Chevrolet, and we're in real trouble. Odds are that we're not going to make it. But I know in my heart that if you would let us use your song – 'Like a Rock' – YOU could save Chevrolet. You could save MY job and tens of thousands of other jobs."

At that point, Seger's decision was no longer about keeping the integrity of his "art" pristine. The decision wasn't about money. The decision was now about saving Detroit and all the jobs that depended on Chevrolet's success.

The rest is history, as [the "Like a Rock" campaign](#) lived from 1991 through 2016 – a quarter of a century.

**That one Chevrolet production line employee gives you and me hope and inspiration that someday, we can walk up to someone and say something so simple and emotionally true that we can change, and perhaps even save, a company or an industry.**

**Like a ROCK!**

# SMART STRATEGY:

## Positively Outrageous Service

"Positively Outrageous Service" was the name of a groundbreaking book by public speaker T. Scott Gross that captivated service-driven companies when it was first published in 1994.

Now, as the book has reached its 25th anniversary, "POS" (the acronym) remains popular, and Scott even collaborated with two fellow customer service visionaries, Andrew Szabo and Michael Hoffman, to release a new edition.

I have two confessions to make:

1. I have seen Scott speak in person five times (in Tyler, Killeen, Waco, Dallas and Colleyville). After the third time, he considered reporting me as a stalker, but I convinced him that I was merely as excited about customer service as he was.



Michael Hoffman and Andrew Szabo

2. I helped book Andrew and Michael at two recent chamber of commerce luncheons: HEB (Hurst-Euless-Bedford) and Granbury. Each of the two chamber execs – Mary Frazier at HEB and Mike Scott at Granbury – says this was the best program in recent memory because Andrew – who I call "The Crazy Brit" for his accent – and Michael deliver real-world ways to upgrade your customer service culture in a sustainable way that creates positive world-of-mouth comments.

Check out "Positively Outrageous Service" to learn how changing your customer experience is far more dynamic than just "taking it up a notch."

I have a particular fondness for one of their seven habits of Positively Outrageous Service: Hire "Service Naturals." Their conviction: You can always raise the performance of someone whose personality inclines them toward kindness and excellence, but you can rarely turn a subpar hire into a star.

So, a major rule in "Positively Outrageous Service": Hiring "Service Naturals" is everything! [Click here](#) to learn even more.

# SMART GESTURE:

## Delta Air Lines

When it rains, it pours. Good things, as well as bad things, seem to happen in multiples. Such was the case for Delta Air Lines recently.

[USA Today reported](#) on June 11 that Delta came to the rescue of a group of Oklahoma City elementary school students who

were left stranded at an airport after another airline canceled their scheduled flight to Virginia and Washington, D.C. due to bad weather.

When Delta learned of the situation, its communications department reached out to the chaperones for James L. Dennis Elementary School and offered to charter a flight to take the students to their destination.

**I know what you're thinking – Delta had a bunch of empty seats on a scheduled flight and took advantage of a situation to look like a hero.**

Well, you are absolutely ... **WRONG!**

**Delta doesn't fly this route**, so the airline didn't have any flights heading to those destinations from Oklahoma City. Instead, Delta chartered a flight specifically for these students and their chaperones, a gesture that made their bucket list trip just that much more meaningful.

But there's another Delta example. Fox News learned that a man named Rodney Smith, Jr. had launched his own "Thank You for Your Service" tour, in which he was mowing at least one yard for a veteran in all fifty states. He had performed his free mowing service – which he does for the elderly, disabled, single mothers and veterans in his home area of Alabama – in all 48 contiguous states, but he realized there was no affordable way to reach Alaska and Hawaii. He had driven all the way, and while a drive to Alaska was possible but improbable, there's obviously no way to drive to Hawaii.



Smith [posted on Twitter](#) that Delta stepped up to fly him first to Alaska and then to Hawaii to complete his fifty-state tour.

**Opportunities DO present themselves. Those who place themselves in a position to "get lucky" tend to be far more fortunate than those who never look for awesomeness – or awesome sauce!**

# THE Tiebreaker

## Make Yourself Newsworthy

Make your event or business so prominent that it becomes the topic of news stories, even if you didn't create them. Check this story from [Fox News](#):

Gambling on the winner of the Nathan's Famous Hot Dog Eating Competition at Coney Island



is prohibited by the state gaming commission. What a brilliant a promotion for the event!

By the way, our "[CHOMP-etition](#)" at [Curly's Frozen Custard](#) on July 4 **DOES** allow for free sampling of Parker County Peach frozen custard in addition to our Nathan's Famous hot dogs. **YUM!**

