

Do I matter to you?

Like you, I've travelled a lot already this year. In my travels this year, I have had the fortune to meet many interesting people, in my top five is a guy called Andy Hickman who keynoted at an industry event I attended in St. Petersburg Florida in April. Andy was a guy who's job was to remind the audience of top event CEO's of things that are so obvious, but almost always missed in the bustle of business. It put a seed in my mind to figure out how Andy's message would translate to an audience of exhibit managers and directors, but again that too was simple:

Do I matter to you?

So without further ado, here's Andy Hickman:

Every person you meet at your show has the exact same question on their mind. It's an unspoken question that is represented by the acronym DIMTY. This is the most important question you will answer at your show. Your answer to this question will drive your business success and determine whether or not you make a lasting connection with your customers.

The question others are asking you is Do I Matter To You? They will not ask this verbally, but the key to establishing a connection with them is found in answering this question properly. If other people matter to you then it will show with your enthusiasm, caring attitude, professionalism, and really "showing-up" for them.

Recently, I keynoted at a flooring show convention, and before my presentation I was walking the tradeshow floor meeting the vendors that helped sponsor my speaking engagement with them. Unknown to them, I had recently experienced water damage in my house and had an urgent need for new flooring. Most of the exhibitors had some kind of gimmick to lure me into their booths; however, more often than not I experienced indifference. The people in the booths seemed bored out of their minds, apparently preoccupied with just putting in their hours. They didn't realize that I had a huge insurance check and was willing, in fact eager, to give it to the first person that would correctly answer my DIMTY question.

After encountering many people, I finally met a man named Bill that totally answered my DIMTY question. He was standing in his booth with a smile on his face; the lights were on behind his eyes. He extended his hand and said, "My name's Bill. What's yours? Andy, how may I help you?" I told him of my dilemma and he proceeded to ask me further questions about the style of my home, lighting, flooring in adjacent rooms, etc. He showed a personal interest in my need. By taking the time to ask probing questions, listening to my responses, and offering solutions, he demonstrated that he cared as much about me and my

problem as he did about making the sale. Later that day I received a voicemail and an email from Bill following-up on our conversation. Not surprisingly, I ended up giving him the check and he had a delighted new customer. Not only am I a happy customer; I'm far more likely to buy from him in the future and recommend him to my friends and colleagues.

Now, how did he turn our encounter into a powerful connection that resulted in profit for himself and beautiful new flooring for me? First, he did not assume that the question I was asking is Does It Matter To You? Because, "It" never matters until "I" do! Once I know that I matter, then I am far more willing to hear what he has to offer. Secondly, he was not bored. He was enthusiastic about meeting the challenge of creating a connection with me. Thirdly, he followed-up that very same day.

As a show manager, there are some good lessons for you to learn from my connection with Bill. The most important is having a personal mission to answer the DIMTY question that everyone you encounter is going to ask you each day. These people may work with you or even live with you. If you make it your priority to let everyone know that they matter to you, then your focus will be properly placed...on others. You let people know if they matter or not by your attitude, interest, and enthusiasm when meeting them. What's important is that you truly "show-up" by being entirely present and in the moment. To do this you must put the blinders on to any distractions that may be occurring in your environment or in your head.

If you want to grow your business, then grow your connections and relationships with others. Greet others with a smile, a firm handshake, introduce yourself, ask for their name, inquire how you can best serve them, and follow-up. If any one of these steps is neglected, then the outcome will be lessened. This may seem so very basic, and it is; yet it is not practiced by most people. Most people are far too concerned about themselves. They're so wrapped-up in their own world that they become the center of their own little universe. In contrast, when we meet those increasingly rare people that "get it" when it comes to building relationships, we are drawn to them. We want to get to know them, to be known by them, and to do business with them.

So, the question is, what is your focus? Is it on others or on yourself? If you want to manage with more effectiveness, grow your contacts, and increase your profits then make it your personal mission to answer everyone's DIMTY question with an enthusiastic "Yes, you do."

Since 1990, Andy Hickman, CSP (Certified Speaking Professional) has spoken for most of the Fortune 500 companies in America like Coca-Cola, Microsoft, AT&T, Kraft Foods,

and Goodyear on the topics of Change, Customer Service, Relationships, Inspiration, and Personal Development.

Andy inspires people to view Change as an opportunity, deliver out-of-this-world Customer Service, and grow the bottom-line by growing their Relationships. Andy can be reached at andy@andyhickman.com or at www.andyhickman.com

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