

## The Platinum Rule

We've all been told to treat customers as we would want to be treated, and there's nothing inherently wrong with this approach. *But top notch sales people understand that how we view ourselves may not always correspond to how customers view themselves.* Therefore, we must venture beyond the **Golden Rule** which states "Do unto others as you would have them do unto you".

British philosopher Thomas Hobbes puts it this way, "From this fundamental law of nature by which men are commanded to endeavor peace is derived this second law, that a man be willing when others are so too as far forth as for peace and defense of himself he shall think it necessary, to lay down this right to all things and be contented with so much liberty against other men, as he would allow other men against himself."

But in the pursuit of sales excellence we can venture beyond the Golden Rule. *We can learn to treat each customer on an individual basis, the way they want to be treated.*

I call this my **Platinum Rule**.

Don't assume everyone thinks the same way you do or wants the same thing. For example, let's say you don't mind being tailgated when driving. A vehicle can come right up against your butt and it doesn't bother you in the slightest. So does that mean you can tailgate others because you yourself don't mind being tailgated? I don't think so, and if you don't agree, go right ahead and put this theory to the test. In no time flat you'll see a huge birdie come up directed at you personally from the driver of the vehicle you are tailgating. The Platinum Rule definitely applies here.

Athletes are one such breed of clientele that require a specialized approach. They tend to train hard, work hard and play hard, especially the dedicated ones. Much of what they do and say revolves around gym workouts and specialized training for their particular sport. They are generally interested in almost anything that will improve their body composition, strength to mass ratio and ability to win, so many of them read fitness and muscle magazines that promote brand name products.

**Ask them what they want.**