



# MAC LEADER

March, 2019

## Time to Renew Your Local PDCA Membership!

Thanks to everyone who has paid their 2019 dues in a timely manner. If you haven't already done so, please send in your chapter and/or council dues. **If you don't plan to renew your membership, please let us know and we will remove you from our member list.** We don't want to lose any of our valued members, and I'm sure you want to keep enjoying your member benefits including the weekly Tuesday Tailgate Safety Topics and this monthly MAC Leader to name just two. Any questions, please contact the council office at 703-378-4455 or [macpdca@cox.net](mailto:macpdca@cox.net)

## MAC Spring Meeting, Seven Springs Resort in Pennsylvania

The hotel reservation deadline for our Annual MAC Spring Meeting is April 4. The meeting is scheduled for Friday and Saturday, **April 26 & 27**, at the Seven Springs Resort in Seven Springs, Pennsylvania. There is a wealth of activities on site including golf, bowling, swimming, shooting, mini golf, alpine slides, and much more. Please see the attached brochure for the meeting and plan to join us in Seven Springs! You can also make your Spring Meeting Registration online through our newly re-designed website: [www.macpdca.org](http://www.macpdca.org). Fill out the form and pay right through the website!

## 65<sup>th</sup> Annual MAC Convention and Trade Show

The site of our **November 6-8**, 2019 MAC Convention and Trade Show, will be the Valley Forge Casino Resort. This property has much to offer our attendees, and we are excited to be in an area with so many opportunities for activities. More details will be sent as they become available.

Again, mark your calendars now so you can avoid conflicts!

## **Newly-Designed MAC Website**

We are excited to announce the launching of our newly remodeled MAC PDCA website. There is a list of our members, pictures of recent events, showcased member projects, and the ability to register and pay for our events online. If you haven't already done so, log on to [www.macpdca.org](http://www.macpdca.org) and take a tour of the new site.

## **NATIONAL PDCA NEWS**

National PDCA has a program of webinars, podcasts, and online seminars available every month. Take advantage of the many opportunities for contractor and crew training available to you as a member benefit.

## **CHAPTER NEWS**

### **Washington Metro Chapter and Delaware Valley Chapter News**

Washington Metro and Delaware Valley Chapter members will be receiving chapter dues invoices directly from their chapters. Please pay those dues directly to the chapter.

*If you would like to put your chapter meeting announcements or your company or chapter charity events in this newsletter, please send the information to Anita Dallas ([adallas@cox.net](mailto:adallas@cox.net)) by the 20<sup>th</sup> of the month before the event.*

*We have many MAC Members at large who don't have a chapter in their immediate vicinity and who may want to participate in a chapter event. Putting your chapter upcoming meetings/events in this e-newsletter lets them know what is happening around the council. I'm sure your chapter would welcome MAC members from other areas at your events. Making sure to send me your upcoming event information in a timely manner will help keep all our MAC members informed of educational events throughout the region.*

## **PRAYER REQUESTS:**

It has come to our attention that we have lost members of the MAC extended family recently. Brenda Echerer passed away in February. Brenda was the wife of Larry Echerer – a Columbia, SC, Chapter member of many years who passed away last year.

Thelma Mowbray, wife of George and mother of Ernie Mowbray (Richmond Chapter), passed away on March 17.

Please keep Brenda and Thelma and their families in your prayers.

Many of you know Joe Lake of East Coast Sales from MAC Trade Shows. Joe recently suffered a heart attack while on a business trip and required surgery. Please keep him in your prayers for a complete recovery.

We ask that you keep all of our members, their families, and employees in your prayers. Many in our MAC Family struggle with health issues on a daily basis. Please let me know of anyone needing particular prayers at this time.

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## Featured Articles:

### Remember me? I'm the salesman like all the others.



WRITTEN BY JEFFREY GITOMER  
[@GITOMER](#)

My cat, Lito, has a business card. She is our corporate mascot, and plays a vital role in my office productivity.



Whenever I need an important paper, Lito is laying on it. I give her card out in seminars and training programs for fun and a laugh. But everyone who gets her card keeps it, shows it to someone else, talks about it, and talks about me.

Being memorable is creating a vivid image in the mind of the prospect that distinguishes you from others. What you do, how you do it. What you say, how you say it.

How memorable are you?

Does your prospect or customer talk about you when you're gone?

Or are they talking about (and ordering from) your competitor?

**Here are some recommendations and examples of what has been memorable... and brought about business:**

Spend money on your business cards – they are the image you project about the quality of your business. Take a look at your business card. Will they remember you from it? If someone gave it to you would you make a comment about it?

My friend Richard Herd prints his on the back of a deck of playing cards. He has received thousands of comments about his card. He has people talking about his card after a sales call. He also has lots of customers. Coincidence?

My friend Greg Gregory is Vice President of Builders Supply, a 53 year old business in Lancaster, SC. They supply lumber and building materials to home builders throughout the region. Last week he had business cards printed for his truck drivers. He considers them a valuable part of his team, and wants his drivers to be memorable to his customers. Gregory doesn't consider them drivers – he thinks of them as ambassadors of his company. His ambassadors are on the front lines with daily interface with his customers. They are ready to serve in a memorable way. WOW.

**When you leave an appointment or a networking event,  
will anyone remember that you were there?**

Respond with a personal surprise. After I wrote an article on getting your foot in the door, Traci Miller of A Basket of Carolina, wanted to tell me that a gift basket was a good tool, so she hand delivered one with personalized items... A book of quotes on winning and cat food (for Lito our corporate mascot) among other things. She was talked about in this office for weeks. We have developed a business relationship that will last – because she dared to be memorable.

**Here are some elements that you can incorporate into a memorable marketing campaign:**

- Hand delivery.
- Fast delivery.
- Early service.
- Late (after hours) service.
- Delivering more than you promised.
- Personalized thank you
- Quotation example (quote letter – book of quotes)
- A remarkable business card
- Gift basket of things that are meaningful – banner from college, golf balls, personalized anything.
- Send an article about his interest
- A birthday call
- "I was thinking about you" call
- Personal attention – before, during and AFTER the sale.
- Delivering a gift of thanks – gift basket, plant, flowers.
- Delivering a personalized gift of thanks – a book about their interests, a golf lesson.

Something that says I took the time to get to know you AND I'm acknowledging my appreciation for your business.

In order to be memorable, you need personal information from your prospect or customer. The famous "Mackay 66" takes personal information to a new level. To start out, I recommend you develop a form to gather the following data:

- Number of kids (in school? which one?)
- College attended
- Favorite sports teams
- Favorite restaurant, food
- Type of car
- Type of pet
- Hobbies
- Favorite magazine
- Last book read
- Prime New Year Goal
- Trade publications read
- Trade associations belong to
- Last vacation – where
- Civic/Community organizations
- Home town
- Other places lived or worked
- Presently reside in (town)

Getting personal information will facilitate follow up – if you use it properly. If you have the information, how will you use it to be memorable? Ask yourself one question: Will they talk about you afterwards to others? If they will, you're on the right path.

The value and power of using the information you have must be strategized! Planning a memorable follow up program for the client will get the results you want.

**Here are the planning elements to consider:**

- The game plan (and budget).
- The objectives.
- The urgency (selling cycle time).
- The tools to be used.
- The verbiage of all writing... with impact.
- The verbiage of the pitch (phone, in person)... with impact.
- The objections – scripted responses.
- The implementation (and training).
- The measurement – documenting results.

## **Being memorable and being remembered means doing creative, personal things.**

### **Things like:**

- If you have tickets, don't give them to the customer, go with them.
- Take them to their favorite restaurant.
- Donate to their charity in their name.
- Make them your "Customer of the Month." Send them an award plaque.
- Share a family experience – Discovery Place, a Knights game, a picnic.
- Have a customer award program – Best, most fun to talk to, most professional.
- Send a hand written note with a personal message.

I was at a networking event last week. A "Charlotte Fast 50" corporate president ran over to me saying, "Hey, Gitomer, show this guy your cat's card." "Have one," I said, "And have one of mine in case the cat isn't in. I usually handle her calls."

I'm printing another batch of Lito's cards.

*Get an excerpt of [The 39.5 Rules of Sales Success](#) from *The Sales Bible*. To win the game, it helps to know the rules. Just go to [www.gitomer.com](http://www.gitomer.com) – click Access GitBit in the upper right corner, register if you're a first-time user and search the words SALES SUCCESS.*

## **How to Automate a Habit and Never Think About It Again**

*By James Clear*

*This article is an excerpt from his book, [Atomic Habits](#).*

John Henry Patterson was born in Dayton, Ohio, in 1844. He spent his childhood doing chores on the family farm and working shifts at his father's sawmill. After attending college at Dartmouth, Patterson returned to Ohio and opened a small supply store for coal miners.

It seemed like a good opportunity. The store faced little competition and enjoyed a steady stream of customers, but—for some reason—Patterson's shop still struggled to make money.

Eventually, he learned why: his employees were stealing from him.

In the mid-1800s, employee theft was a common problem. Receipts were kept in an open drawer and could easily be altered or discarded. There were no video cameras to review behavior and no software to track transactions. Unless you were willing to hover over your employees every minute of the day, or to manage all transactions yourself, it was difficult to prevent theft.

As Patterson mulled over his predicament, he came across an advertisement for a new invention called Ritty's Incorruptible Cashier. Designed by fellow Dayton resident James

Ritty, it was the first cash register. The machine automatically locked the cash and receipts inside after each transaction. Patterson bought two for fifty dollars each.

Employee theft at his store vanished overnight. In the next six months, Patterson's business went from losing money to making \$5,000 in profit—the equivalent of more than \$100,000 today.

Patterson was so impressed with the machine that he changed businesses. He bought the rights to Ritty's invention and opened the National Cash Register Company. Ten years later, National Cash Register had over one thousand employees and was on its way to becoming one of the most successful businesses in America.

### **The Best Way to Change a Habit**

The brilliance of the cash register was that it automated ethical behavior by making stealing practically impossible. Rather than trying to change the motivations of his employees, Patterson used technology to make the preferred behavior automatic.

There is an important lesson within this story that we can apply to all habits and behaviors. The best way to break a bad habit is to make it impossible to do. And the best way to create a good habit is to automate it so you never have to think about it again.

Typically, when people think about automating something, they imagine technology or a piece of software. And, certainly, this is a great way to automate a habit. You can save for retirement with an automatic deduction from your paycheck. You can curtail social media browsing with a website blocker.

Technology can transform actions that were once hard, annoying, and complicated into behaviors that are easy, painless, and simple. It is the most reliable and effective way to guarantee the right behavior.

But there are also many ways to “automate” your future decisions that don't necessarily involve a piece of software.

### **Onetime Actions That Lock In Good Habits**

One of the most practical ways to automate good habits is to look for onetime choices that require a little bit of effort up front but create increasing value over time.

I'm fascinated by these single choices that can deliver returns again and again. Not long ago, I surveyed my readers on their favorite onetime actions that lead to better long-term habits.

Here are a few of the popular answers...

- **Nutrition:** Use smaller plates to reduce caloric intake.
- **Sleep:** Remove your television from your bedroom.

- **Productivity:** Delete games and social media apps from your phone.
- **Focus:** Permanently set your phone in Do Not Disturb mode.
- **Happiness:** Get a dog.
- **Health:** Buy better shoes to avoid back pain.
- **Finance:** Call your service providers (cable, electric, etc.) and ask for a lower rate.

These onetime actions only require effort once and make it easier to get better sleep, eat healthy, be productive, save money, and generally live better.

## **The Upside of Automation**

The mathematician and philosopher Alfred North Whitehead wrote, “Civilization advances by extending the number of operations we can perform without thinking about them.”

Today, technology and automation can handle an increasing number of daily tasks. Meal-delivery services can go grocery shopping for you. Healthcare services can automatically refill your prescriptions and ship them to you. IUDs can manage birth control on autopilot.

Each habit that we hand over to the authority of technology frees up time and energy to pour into the next stage of growth. When you automate as much of your life as you possibly can, you can spend your mental energy on the tasks machines cannot yet do.

Automation is particularly useful for behaviors that happen too infrequently to become habitual. Things you have to do monthly or yearly—like rebalancing your investment portfolio—are never repeated frequently enough to become a habit, so they benefit in particular from technology “remembering” to do them for you.

## **The Downside of Automation**

Of course, the power of technology can work against us as well.

Binge watching becomes a habit because it takes more effort to stop looking at the screen than to continue doing so. Instead of pressing a button to advance to the next episode, Netflix or YouTube will autoplay it for you. All you have to do is keep your eyes open.

Technology often creates a level of convenience that enables you to act on your smallest whims and desires. At the mere suggestion of hunger, you can have food delivered to your door. At the slightest hint of boredom, you can get lost in the vast expanse of social media.

When the effort required to act on your desires becomes effectively zero, you can find yourself slipping into whatever impulse arises at the moment. The downside of automation is that we can find ourselves jumping from easy task to easy task without making time for more difficult, but ultimately more rewarding, work.

Personally, I often find myself gravitating toward social media during any downtime. If I feel bored for just a fraction of a second, I reach for my phone. It’s easy to write off these



minor distractions as “just taking a break,” but over time they can accumulate into a serious issue. The constant tug of “just one more minute” can prevent me from doing anything of consequence. (I’m not the only one. The average person spends over two hours per day on social media. What could you do with an extra six hundred hours per year?)

During the year I was writing Atomic Habits, I experimented with a new time management strategy. Every Monday, my assistant would reset the passwords on all my social media accounts, which logged me out on each device. All week I worked without distraction. On Friday, she would send me the new passwords. I had the entire weekend to enjoy what social media had to offer until Monday morning when she would do it again. (If you don’t have an assistant, team up with a friend or family member and reset each other’s passwords each week.)

One of the biggest surprises was how quickly I adapted.

Within the first week of locking myself out of social media, I realized that I didn’t need to check it nearly as often as I had been, and I certainly didn’t need it each day. It had simply been so easy that it had become the default. Once my bad habit became impossible, I discovered that I did actually have the motivation to work on more meaningful tasks. After I removed the mental candy from my environment, it became much easier to eat the healthy stuff.

### **Where to Go From Here**

When working in your favor, automation can make your good habits inevitable and your bad habits impossible. It is the ultimate way to lock in future behavior rather than relying on willpower in the moment.

By utilizing strategic onetime decisions and technology, you can create an environment of inevitability—a space where good habits are not just an outcome you hope for, but an outcome that is virtually guaranteed.

*This article is an excerpt from Chapter 14 of his book, Atomic Habits.*

### **Quote:**

**Did you know that there are meetings for Paranoids Anonymous? The only problem is no one will tell you where they're held.**

***Have a wonderful week!***

***Anita Dallas, EVP***