

So, February is the Month of Love

This is the next article in a series on how behavioural economics and 'being human' affects your business.

Aki Kalliatakis

aki@leadershiplaunchpad.co.za

As I sit now in my mid-sixties, I'm not so comfortable with having romance and passion relentlessly assaulting me around every corner. Quite frankly, as I sit at home in my Crocs (which must be one of the greatest turn-off for women ever invented), I'd much prefer to watch a documentary in my tracksuit and fall asleep on the couch than go out for a romantic dinner. The idea of billions being spent on cards, flowers and chocolates transforms me into a self-conscious (albeit guilty) hermit-husband who finds the idea of Valentine's Day awfully cringeworthy.

And it probably explains why I love this little Valentine's Day poem ...



Visual:
Ivan Mikhaylov,
canva.com

Roses are red, violets are blue,
sugar is sweet, and so are you.

But the roses are wilting, the violets are dead,
the sugar bowl's empty, and diabetes has spread.



Visual: Alonkelakon, canva.com

Drawing: www.
thescandoreview.com



Maslow's Hierarchy of Needs

It is a psychological theory about what drives human behaviour and what makes humans feel fulfilled.

It represents five key human needs that people must meet in order to achieve well-being.

They are ...

- Physiological needs (such as food and water)
- Safety needs (security and stability)
- Love and belonging (relationships, feeling accepted)
- Esteem needs (self-confidence and respect)
- Self-actualisation (reaching one's potential).

Definition courtesy of
www.medicalnewstoday.com/



Caricature: Gary Brown,
www.sciencephoto.com

Nevertheless, the month of love does give us an excuse to remember that in retail it's all about customers who are desperate for some love to be shown towards them. Please don't get me wrong – I do like doing some of my routine transactions efficiently on my screens, and order groceries that arrive in 60 minutes and, occasionally, with a nice little free chocolate sweet.

But on the whole, customers' most basic psychological needs are sorely neglected in the pursuit of efficiency. A few decades ago we had Abraham Maslow's Hierarchy of Needs that described how once our basic physical needs for food, shelter and safety were met, we felt a deep longing to love and be loved.

Happy
2024
New Year

Keep your customers and their families safe with Saniwipes®

Ever wondered where your Saniwipe® ends up? Our trolley wipes are recycled and transformed into 'plastic planks' that are used to build benches, tables, jungle gyms, birdhouses, and many other things!

By using Saniwipes®, you're not only keeping your surroundings clean and safe, but you're also supporting a circular economy and creating job opportunities. Let's make a difference for our planet - together!



Join us!

Join us, and be a part of a sustainable way to care for customers and the environment.

info@sanitouch.co.za

Sani-touch locally manufactures a number of bespoke products to compliment a range of family & leisure activities.



More recently, in the work by David Rock on his SCARF Model, we've been able to tap into the human emotional needs that motivate us to buy. SCARF stands for status, certainty, autonomy, relatedness (or, as I prefer, relationships and love) and fairness. We'll look at certainty, autonomy and fairness in another article, but for this one I want to focus on relatedness, and how the sense of being wanted and loved also boosts customers' status.

Rock defined relatedness as our ability to connect with others. When it's missing, it leaves your customers feeling lonely, uncertain and isolated, and leads directly to a lack of willingness to transact with you and your business. But when we connect with others we are rewarded with an instant rush of oxytocin, the so-called 'love hormone', that makes us feel less vulnerable, more trusting and, well ... loved. Your job is to maximise that because it makes your customers more willing to buy.

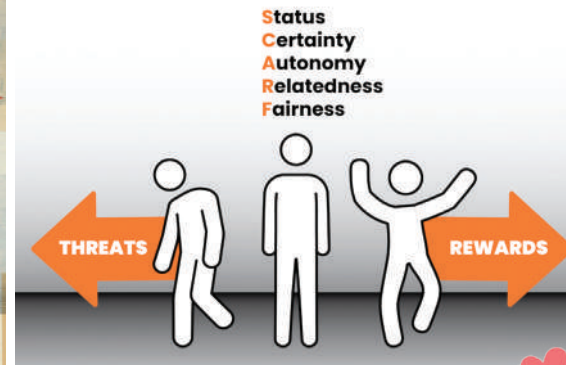
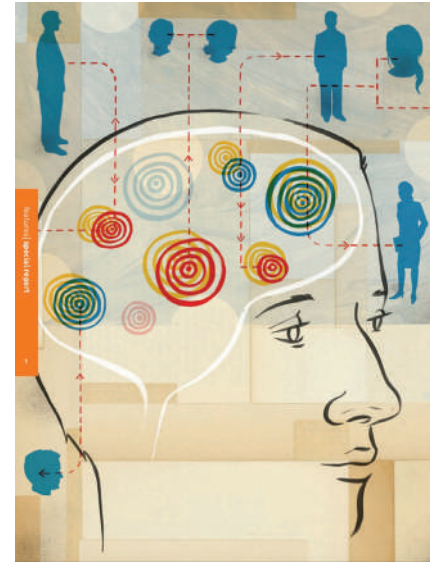
So actually I love Valentine's Day, because it gives us all an excuse to show other people – and customers in particular – that we care. Even people who share no romantic connection can use this day to be kind and helpful, to smile a little bit more, to reach out to other human beings – even at the risk of spending a bit of money or being a little bit silly.

My friend Greg's wife gave birth on Valentine's Day last year and, after all the excitement was over, he asked the nurse for a headache pill for himself. She said just because his baby was so beautiful and because it was Valentine's Day she would give him a neck massage.



Dr David Rock, Co-Founder and Chief Executive Officer, NeuroLeadership Institute

Illustration: www.psychologytoday.com



Graphic: <https://themarketingsalesgroup.com/>

The SCARF Model

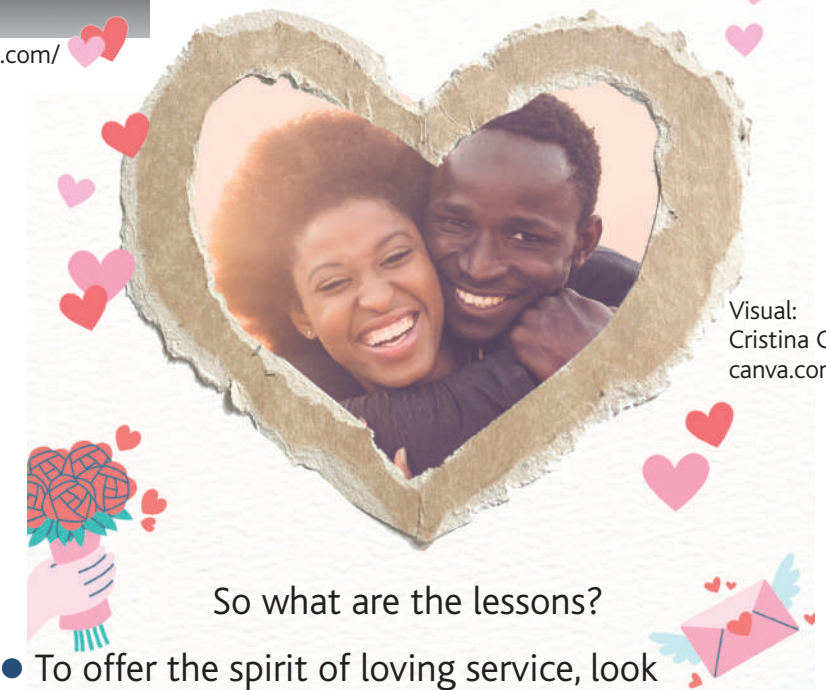
Much of our motivation driving social behaviour is governed by an overarching organising principle of minimising threat and maximising reward, and social needs are treated in the brain in much of the same way as our need for food and water.

<https://themarketingsalesgroup.com/>

On a recent visit with my specialist surgeon, it was all very efficient and businesslike, just like you'd expect any doctor's visit to be, but then right at the end of the consultation he said, "Aki, last time you were here you had a bit of a problem with your swollen legs. Let's take a quick look at that now." All it took was 90 seconds extra, but I left there on an absolute high.

One year in while working and holidaying in Mauritius, the waiter at the resort came to share information with us about the weather and the temperature of the ocean water and the swimming pool every day as he poured coffee and cleared plates during breakfast. But on Valentine's Day he recited some romantic poems for all of the ladies. They loved it.

At the same hotel, a laundry worker wrote a small note complimenting me on the fine fabric of my suit and the elegance of my ties. The note was pinned gently to the clothes before they were hung back in our cupboards. Memorable moments indeed!



Visual: Cristina Gorski, canva.com

So what are the lessons?

- To offer the spirit of loving service, look beyond your customer's requests to identify their true desires and turn-ons. What you can offer may be different, and more effective, than what they have requested. Listen for unspoken needs, not just spoken words.



Empower Your Company with Cutting-Edge Supply Chain Management and Logistics Training at Enterprises University of Pretoria:

READY, SET, GOAL!

Get ready to expand your knowledge and elevate your expertise. Our courses serve as the perfect tool for achieving your goals, laying a strong foundation for personal and professional growth in the upcoming year, turning aspirations into reality. Each lesson in our courses serves to bridge the divide between acquiring knowledge and fostering business development, ensuring optimal results. Identify and prioritize what motivates you the most and make education a key focus in 2024!

Enterprises University of Pretoria (Enterprises UP) is committed to providing the best possible learning experience for its delegates and served 15 664 delegates in 2023. To achieve this, Enterprises UP continually re-evaluates and updates its instructional methods, ensuring that its courses are designed to maximise delegate success rates and prepare them for the future world of work. Through this approach, Enterprises UP aims to foster critical thinking and problem solving skills that can be applied in any dynamic and

evolving environment, anywhere in the world. "Our goal is to equip individuals with the tools they need to thrive in a rapidly changing world," says Mr Henry Karow, Executive Manager at Enterprises UP Training Solutions. Our comprehensive training programmes and short courses in Supply Chain Management and Logistics have been meticulously crafted to equip you with the perfect skill set and invaluable insights. Embracing the latest technologies and innovative approaches, we will empower you to conquer

the challenges of this dynamic landscape, satisfying even the most demanding customers.

Do not let uncertainties hinder your business continuity; invest in yourself and your team's future success with our Supply Chain Management and Logistics training. Embrace the future with confidence, armed with the right skills and insights to lead in any field.

Enrol today and ensure a seamless supply chain that drives your success in this highly demanding field!

SUPPLY CHAIN MANAGEMENT AND RELATED COURSES

- Advanced Programme in Supply Chain Management for Senior Practitioners
- Effective Stakeholder Management
- Negotiation Skills
- Business Process Management
- Hands on Supply Chain Management
- Supervisory Management Skills
- Online Supply Chain Risk Management: Identify, analyse, respond and manage risks
- Programme in Supply Chain Management for Junior Practitioners
- Total Quality Management
- PFMA Supply Chain Management Bid Committees
- Strategic Management Principles
- Supply Chain Management Fundamentals Board Game
- Law for Commercial Forensic Practitioners
- Economic Crime Schemes
- Money Laundering Detection and Investigation
- Certified Rescue Analyst Programme
- Online Course in Project Risk Management
- Internal Auditing
- Business Process Modelling
- Contract Management
- Effective Risk Management
- Customer Service Excellence
- Online Programme in Innovation Management
- Management Development Programme
- Intermediate Taxation



www.enterprises.up.ac.za



info@enterprises.up.ac.za



012 434 2500

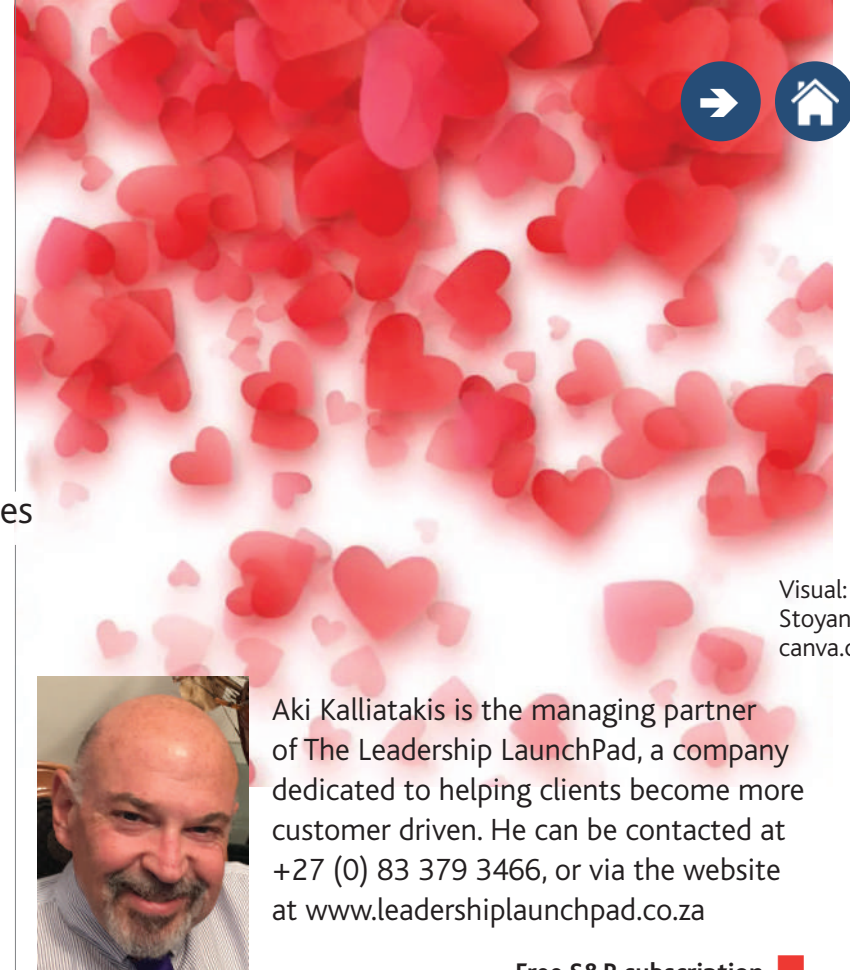


E | **ENTERPRISES**
University of Pretoria

- What is 'your thing'? Is it the personal note you attach to customer's packages? Is it the enthusiastic tone in your voice on the phone? Is it your pride in teaching customers or colleagues something new? Is it as simple as the colourful clothes you wear, the newspaper articles or jokes that you share with others, or your passion for indoor plants that makes the people around you marvel at who you are? Or perhaps it's the fact that you pay them simple little compliments that make them smile.
- If all else fails, how about saying something like, "Nice to see you again." (In 90% of cases you will probably be right and, even if you are wrong, and they have never seen you before, they will still appreciate the effort.)

- Whatever it is that turns you on, find and do your own thing. Then take it one step further. Turn 'your thing' into something special – to the advantage and enjoyment of others and make them smile.

The difference between the people in the examples I've shared and the rest of us is that they love their customers and, now that you've read about them, why don't you use this Valentine's Day as an excuse to start doing something special for your customers? They will be overwhelmed by your kindness, instantly become a supporter ... and will never forget what you did to make them feel special. **SR**



Visual: Oxana Stoyantseva, canva.com

Aki Kalliatakis is the managing partner of The Leadership LaunchPad, a company dedicated to helping clients become more customer driven. He can be contacted at +27 (0) 83 379 3466, or via the website at www.leadershiplaunchpad.co.za

Free S&R subscription 

SECUREX SOUTH AFRICA | 2024

28 - 30 MAY 2024

Gallagher Convention Centre • JHB

9am - 4pm daily

Co-located with:



ONE ROOF
FOUR
INDUSTRIES

AFRICA'S ULTIMATE SECURITY EXPO



Organised by:
MONTGOMERY GROUP
SPECIALISED EXHIBITIONS

www.securex.co.za

#SecurexSA2024

ENJOY HAPPY MOMENTS WITH HENRO

Henro believes that happiness is meant to be shared and the products will help consumers create happy moments with family and friends, big or small.

What are you waiting for, grab a box of your favourite Henro cookies and start creating your Happy Moments!



wecare@biscopius.co.za

www.biscopius.co.za

 (+27) 12 804 5440

