

BUSINESS MADE EASY[!]



Episode 02

The Importance Of A Smile In Business

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G'day g'day and welcome to another episode of the Business Made Easy Podcast, where we make business easy. I'm your host Jason Skinner and I absolutely wrapped that you could join me today...Wherever you're coming from in the world, welcome to the show. Thank you for your time, and thank you for being with me.

You may be just starting up in business or you may have an existing business, wherever you are on that spectrum, I hope you're kicking some goals and having some wins because that's what it's all about, isn't it?

Today's topic is a topic that I feel extremely passionate about. And the reason I feel passionate about this is that I've seen it work in business. I've seen it work in our business and I'm a strong advocate of it. It's something that cost absolutely nothing to do, say, a lot of money to do this. You don't need to be highly educated to do it. In fact, all of us, every single one of us has the ability to be able to do this. And I'm talking about the importance of smiling in your business. Now before you, some of you may be going, "it's got nothing to do with making money or putting money in the bank"... and I can understand how you'd think like that, but the thing with smiling... the importance of smiling...when we smile it actually changes our mental state, it changes our physical state, our face opens up from becoming more welcoming, and our body stance, our body language actually changes as well.

And implemented consistently over time, you will start to see a better culture in your organisation if you've got staff, customers are more likely to...they'll be more engaged with you in your business, supplier relationships improved, staff relationships improve. There's a whole host of benefits associated with

the simple act of smiling. And it's just something that's not discussed enough, and I don't think it's not implemented enough. I'll give an example... just out for lunch today, my wife and I. It was a beautiful sunny day... there was absolutely no reason for anyone to be grumpy right on the water. It was a magic day. And the waitress sat us at the table... and she said all the right things,, "Hi", "How are you", "Come and take a seat", but when she, her whole body language, was no smile on the face, whatsoever, she just seemed grumpy and irritated to be being there, and that just rubbed off on us. Even though she was saying the right thing and doing the right... bringing the water and table service that sort of thing, a simple smile on her face and an open genuine smile would have made a world of difference to our experience in dealing with her.

And she's just one of many, many businesses that you go into and never ever greeted by a friendly smiling face. I think if the boss or the owner of the business were implementing that culture within the business and the importance of it then you'd find a lot of better customer service and a lot better interaction between your staff and your customers. And you as the employer as boss and your staff, and it really does go around. Now I never used to think too much of this until I did a course which is called the Dale Carnegie How to Win Friends and Influence People. And I did this course after I read Dale Carnegie's famous book. He wrote it back in 1936, and it's a fantastic book i didn't even know how I came about reading it but after reading his book the whole chapter about smiling and I've read about some of his quotes out of that later – I went and did the course after reading the book, because I just wanted more, I wanted to know more about it. And doing that course and studying that material absolutely changed my professional life in

terms of openness to smile. When I get to seminar I'd be the one standing in the corner, checking his emails and that sort of things, I wouldn't be talking to people and engaging with people, And doing this course actually taught me how to do it better, and one of the very big skills that was taught was the importance of smiling and it's principle number 5 in his book, but absolutely really life-changing stuff. And there was another... there was many stories of this but another CEO gentleman that I was talking to... he was basically struggling with his staff and getting engaged with his staff, lack of communication, they wouldn't tell him anything... he wasn't approachable, so the staff wouldn't go in and see more anything like that. And when he implemented having a more open friendly face and putting a smile on his dial, he found the overtime the staff just warmed to him better than before – he was more approachable for them, and it just made a whole lot of difference in his business and business culture.

And you see it a lot of time, you see it if you were a dentist reception are and no-one's talking and everyone's sitting there with a sort of pained look on the face (probably because you got a sore tooth) but when someone does come in and actually has a smile on their face or a baby comes in the surgery, whatever it is you just see that engagement change as soon that person's smile radiates, and just create the openness to communication.

So smiling is one of those things that is not talked about, but we all know... we all recognise, when we've seen the smiling person is supposed to seeing somebody who is frowning, and that sort of things. You've on got to go and order a coffee or go to a supermarket or whatever and be greeted by a non-smiling person versus someone who's friendly and open and got a

genuine smile on their face. And the thing is that the research shows that you know it reduces stress, it changes your body language, the brain actually knows, and recognises when you are smiling, And when you are smiling it will actually recognise that and release feel-good chemicals into your body. And you that's a known fact - endorphins and all those sorts of things are released into your body.

The other thing with smiling and that I've found is that a lot harder to have an argument or be angry at a person that is smiling and so, you know, if you're going into a difficult meeting or something like certainly greeting a person with a smiling open face is certainly going to set a scene a lot better than coming in with a scowl in your face and really angry and, starting off with that way.

People just are more attracted to smiling people. People that are smiling, So, it really is a no-brainer as far as making sure it's being implemented in your business. So I guess the question that comes out if is "How do you actually..." I mean, yeah, we all smile, and I guess you possibly sitting there saying "we all smile", but the type of change I'm talking about or being conscious about it, and it starts at with being conscious of it. But I'm talking about having a culture in your organisation that is open and friendly smiling faces. So that's whether you're answering the telephone... we had a rule in our office that before you even touch your phone when it rings that you actually check to see... the very first thing is to check to see whether you're actually smiling, because when you answer the phone... you've been working away, you've been concentrating on whatever and somebody rings and the phone rings, and you've got to answer it...if you haven't positioned yourself, if you haven't

got yourself in the right mindset then that's going to come through in your communication with the person on the other end of phone. If that's a customer they're going to copy it. So we had this rules the basics is that before you touch the phone, you check, sit upright and put a smile on your face and get into the right zone to have that conversation with that person. And it makes an amazing difference.

Likewise if you're going downtown, if you're walking down the street to get a coffee or whatnot, check, have you got a smile on your face, is your face open, how's your posture, you're standing upright, because that sort of things, that's how people see your business. When they see you with a grumpy look on your face, that's how they're looking at your business. And it doesn't matter whether you're an online or offline business, it's all the same. If you're an online business, and you know, you're sitting there with a grumpy or scowl look on your face then when you write that email, that's going to come through in your communication with your customers or suppliers or whoever you're dealing with.

So it's extremely important that we get that right. So how do you do that? How to change the culture? As I said it does need to be a genuine smile, not putting on a fake grin on just because someone's coming in the door. It needs to form habits within you, say you need to basically make it a habit that your body just when you get up every morning it's naturally ready and open and got a nice smile on your face. And the way I found that really works for me was exercising every morning is a fantastic way to set yourself up for the day. Where I go walking around the lake every morning, there are lots of people and you can always tell the difference between them – the happy ones and

the not so happy. The happy ones are standing upright, they're walking upright, they've got a smile on their face, and they're really into it, their taking on the day and enjoying this start of the day, whereas the people not so happy, they are like hunched over and they can barely say "Hello" to you. And the more happy people that you run into, that more infectious that actually gets. It just really does build a momentum. So that's one way that I learnt to set myself up for the day, set myself up to have a successful day in the business and really pass that feeling of happiness onto our team as well. And you just get far better culture in your organization.

The other way I do it is a sort of a breathing exercise where you just breathe in and as you blow out through your mouth you just finish with a smile on your face. It becomes a relaxed sort of smile that sets your body right, so when you find yourself being stressed or getting grumpy just start breathing in just be conscious of it and then just let it out in a way you go. So that works really well, as well as an exercise to do that. But you do need to practice it, so it's not something you just get. I had to go back and the course again a couple of years later because I found myself just slipping back into old ways and you know, it's not just right for business, it's not just the way you want to do business.

So as I said when you smile, it says to another person that you're talking with that you're happy to see them, that they're welcome here in your business, you want them here in your business. Same with your staff, when you smile at your staff, you want your staff here in your business and you do appreciate them, you do enjoy having them around rather than grumpy. And we all get stressed, we all have bad times and things that really get under our jumper,

but you have to be conscious to not let that, I guess, flow out onto the rest of your company or business.

And another thing that I've found that works really well, in the practice department is when you're going to the shops, or when you're going to buy coffee or going to a grocery store, whatever you're doing is to put a smile on your face and greet the customer service person with an extra smile and you do actually get into that habit of doing this. What you actually find is you get far better service everywhere you go. I mean, I hear a lot of people complaining about the service they got here and the service they got there etc, but when you actually implement it to yourself, when you're the one, remember when I said, "Smiling is an infectious sort of thing", so it's hard to be angry at person that's happy and smiling, and so when you go up to order coffee, if you go up and greet them with a genuine smile on your face and ask them how their day was and really pass that goodness over to them, you get a far better service and a lot more care and attention. I find myself that doors start opening up when you start building this better relationship. So, yes I can't stress the importance enough of just how important it is to smile.

I just wanted to read to you, this one's from Dale Carnegie's book himself, and it's just so true, and I'll just quickly read it to you, doesn't get really long, but "Whenever you go out of doors draw the chin in, carry the crown of the head high, and feel the lungs to the utmost. Drink in the sunshine; greet your friend with a smile, put soul into every handclasp. Do not fear being misunderstood, do not waste a minute thinking about your enemies. Try to fix firmly in your mind what you would like to do and then without veering off-direction you'll move straight to the goal. Keep your mind on the great

and splendid things you would like to do and then say as the days go gliding away, you will find unconsciously seizing upon the opportunities that are acquired for the fulfilment of your desire.”

And that to me that says, in summary, exactly what I was just talking about as you go out into the business world, as you're out there doing business and involved in the hustle and working of your business, just check in and say hey “How’s my body language right now?”, “Am I smiling”, “Have I got a genuine demeanour about me that says I’m open and friendly and want to talk with you?”

So that was my topic that I wanted to cover with you today...As I say it is a skill that you have to practice... It doesn't just happen, you do need to keep working at it, but I guarantee it will make a profound difference to the way you run your business and your business runs, and the relationships that you have as a result.

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Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

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Thank you again,
I appreciate you !

*Regards
Jason*