

See It for the First Time

by David B. Burns

We get so used to the things around us that they often become invisible. One of my long-term customers used to work as an admissions director for a private university. The university president, who was very conscious of his school's image, had a daily habit of reminding his staff to "walk in and see everything for the first time." Whether it was a misplaced brick in a sidewalk or a frustrating procedure in the admissions process, he wanted his staff to see it through the eyes of prospective students and their parents. That misplaced brick just might make the critical difference in an enrollment decision – a \$45,000 decision.

What misplaced brick or customer frustration will affect one of your prospects today? What will you do to fix it?

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David travels the country working as a business trainer, speaker, and consultant to organizations ranging in size from micro-businesses to Fortune 500 firms. He brings diverse training and knowledge to every presentation, including a degree in Education, advanced degrees in multiple martial arts, and the practical hands-on experience of running his own businesses since 1980. With his trademark optimism and sense of humor, he shares his experience in terms everyone can relate to, put into practice, and benefit from immediately.

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