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**In This Issue**

Accelerating Sales

Volcanic Ash and Performance

Andrew's Monthly Speed Nugget:

**Measuring Success**

**In The News**

[Read](#) Andrew's article on accelerating success

Andrew was featured in this month's *Management Consultant International* magazine

NOW AVAILABLE - [Click here](#) for a free copy of Andrew's booklet **The Speed Principles™**

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**Up and Coming Events**

[Click here](#) to register for Andrew's 2010 high-powered teleconference series

Andrew will be speaking at the [Certified General Accountants of Ontario's](#)

**Volume 26, May 2010**

The monthly electronic newsletter presented by Andrew Miller

My newsletter focuses on providing ways to dramatically accelerate results and to better control the speed of your organization.



**Accelerating the Sales Cycle**

Do you want to know how to accelerate the sales cycle for your business? Take a lesson from BMW. I am in the market for a new car and one of my options to research was a Beemer. Why not? Now take note, I had never even been inside a BMW before, let alone driven one. Well, what an experience they provided.

The experience (and I say experience because it is just that) begins with you walking into a beautiful facility with lots of windows, state of the art design, and of course, mountains of beautiful cars. Nobody jumps on you as you walk through the door, but you are permitted to wander for a few minutes before asked if you want some help. "Yes," I say, "I am in the market for a car." The first thing I am told is that driving a BMW is like no other experience I will ever encounter. I am intrigued.

The conversation goes on and I find out all about the features of the model I am interested in. There was a special focus on using words like "performance" and "unique." By the end, I could not believe that a car could do all of these things. Then comes the test drive, the pièce-de-resistance. We pick up the car and I enter the passenger side. I am then chauffeured around sharp turns and straightaways at speeds I did not think were possible. I was then told to "brace myself" as my driver slammed on the brakes going 80km/h with his hands in the air to show me the control of the car. It was then my turn to drive. Yes, it was better than expected. The car is an amazing piece of machinery and like nothing I have ever driven.

I will digress from the story to say that there are two things that companies can learn from BMW:

1. Offer your customers a unique experience - I don't know or care if the car I drove is the best on the market. The experience provided to me

was like nothing I had ever witnessed before and that will definitely factor into my decision.

2. Know your target market and appeal to them - BMW knows its' drivers like to drive fast. They don't hide that; they relish in it by using words like power and performance but also stress the safety of the vehicle. The premise being, buyers will enjoy the car even more (aka go faster) if they feel safe inside.

Remember that customers need to feel special and that will create the emotional reaction that pushes them to buy your product over the competition. Make sure you provide that experience for them.

### Using Volcanic Ash to Improve Performance

We have all read about how the volcano in Iceland shut down air traffic across Europe. The easiest lesson we could profess to learn would be to be prepared for anything. But is that realistic? How could anyone have ever anticipated this happening or how to deal with it? The more important point is not what happens to us, but how we deal with it. I have colleagues that were stranded in destinations away from home for more than a week. What did they do? Some of them exhausted a great deal of mental effort at the airport every day, herded like cattle, trying to get on the first flight home. They were angry, frustrated and looking for someone to blame - the airlines, other passengers, the Icelandic people - anyone they could put in their sights.

However, many of my colleagues embraced the change and took the opportunity to spend time with friends, make new friends, travel around the areas where they were stranded, find different travel arrangements or just hunker down and do their work from where they were. They recognized that they could not change what was happening and that if they missed meetings or events, people would understand. This was a global issue affecting everyone and not anyone's fault.

The moral of the story is that you can spend your life fighting all of the small battles, which only wear you out for the things that are important to you. Or, you can look at every circumstance as an opportunity and a learning experience. How would you rather live? Because this is a choice that you can control.

### Andrew's Nugget

*Each month, Andrew will provide a little nugget of advice to help speed up your business.*

### Measuring Success

Running a business without clear measures for success is like steering a ship at night only by your eyesight; you will move forward but have no idea where you are.

### What's New with Andrew?

Below are some upcoming events and articles:

- [Click here](#) to register for Andrew's 2010 high-powered teleconference series
- [Click here](#) to read Andrew's article for Logistics Magazine on how to accelerate success
- Andrew was featured in this month's edition of *Management Consultant International*
- Andrew will be speaking at the Certified General Accountants of Ontario's not-for-profit symposium on May 20. [Click here](#) for details.
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk, so contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
  - Accelerating results
  - Leadership
  - Business transformation
  - Effective communication
  - Implementing sustainable change initiatives
  - How to think like a competitive organization
  - Maximizing ROI from procurement operations
  - Effective decision-making

***Please note that we grow our business through referrals and would never be too busy to speak with a friend, family member, acquaintance or colleague, if you think we could be of assistance.***

***Please contact Andrew Miller at 416-480-1336 or visit our website at [www.acmconsulting.ca](http://www.acmconsulting.ca)***

Please feel free to forward this newsletter to anyone to whom it might be of value.

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