

# Love is the Killer App

## By Tim Sanders

### ***THE LOVECAT WAY***

#### ***What is a Lovecat?***

- He shares his knowledge
- He shares his network
- He shares his compassion

#### ***What is a killer application?***

- It's an excellent idea that either supersedes an existing idea or establishes a new category in its field.
- It soon becomes so popular that it devastates the original business model.

#### ***Love is the killer app***

- Those of us who use love as a point of differentiation in business will separate ourselves from our competitors.
- Love is defined as the selfless promotion of the growth of another.
- Bizlove is the act of intelligently and sensibly sharing your intangibles – knowledge, network and compassion - with your bizpartners.
- How we are perceived as human beings is becoming increasingly important in the new economy.

#### ***Why the old economy doesn't work anymore***

- In the old economy people could be unsympathetic, mean-spirited, or unkind without repercussions.
- Today it can be detrimental to your career
- In the new economy
  - You now have choices. If you have a bad boss you move on because you have alternatives.
  - Today if someone rips you off, you can tell the world via e-mail.

#### ***The Benefits of Bizlove***

##### **Benefit #1: You Build An Outstanding Brand As A Person.**

- In the new economy, you are valued and rewarded for your knowledge and your network, not your seniority or pedigree.
- A successful brand will always give you powerful leverage.
- Build a brand so people will trust you, like you, pursue you.
- If you don't build a brand, you risk becoming a commodity, no different than your competition.

**Benefit #2: You Create An Experience**

- Four phases of economic progression in world history
  - ✓ The Commodity Phase, e.g., raw materials such as agricultural products, precious metals – measured by their characteristics
  - ✓ The Goods Phase, e.g., manufactured products – measured by their features
  - ✓ The Service Phase, e.g., you delivered a service apart from your goods – measured by their benefits.
  - ✓ The Experiences Phase, (just starting) – companies that create positive experiences are rewarded with loyalty and premium pricing.
- When you are not just a service provider or a product but you are interesting and valuable because of the knowledge you share and the people you know you are creating an experience.

**Benefit #3: You Have Access To People's Attention**

- Attention is one of the world's scarcest resources
- Getting a decision-maker's attention is something companies are willing to spend billions to buy
- Bizlove gets you attention because you are valued

**Benefit #4: You Harness the Power of Positive Presumption**

- Definition of Positive Presumption – people tend to presume a proposal is bad until proven otherwise.
- Presumption is against you because people fear risk.
- If you have a lovecat relationship with your bizpartners they trust you which allows you more leeway in helping them change.
- Trying to change someone who doesn't trust you is almost impossible.

**Benefit #5: You Receive Exceptional Feedback**

- People are more willing to tell me which of my ideas worked and which didn't.
- They tell me which of my contacts were helpful and which weren't.
- Recipients of bizlove are more likely to give back in other ways, i.e., recommended books to read or contacts to meet, etc.

**Benefit #6: You Gain Personal Satisfaction**

- We live in an age where information is more important than seniority and this is good.
- It makes me more valuable than ever because my intangibles are creating more worth to my bizpartners and ultimately to me.

- I feel good about myself because I have transformed people's lives.

## ***KNOWLEDGE***

### ***The Four-Step Process To Make Knowledge Work For You***

1. Aggregation – accumulating knowledge by reading
  - Read books so that you own your own job.
  - Search out words or phrases in a bookstore that are pertinent to your job.
  - For example, a salesperson might look for words such as negotiation, closing, clients for life, etc.
2. Encoding – digesting your knowledge meal
  - You are reading primarily for future application, not entertainment.
  - As you read encode, i.e., underline and tag so you can easily find it again.
  - Always be writing when you're reading.
  - Make notes in the margins for future reference.
3. Processing – completely digesting your knowledge meal
  - Review major sections before moving on.
  - Once you've finished the book, write a review.
  - Commit to reviewing one or two books a week.
  - Take your finished books to work and create a library so you can refer to books during down times.
4. Application – share your new knowledge with others
  - The more you apply it personally, the more you benefit
  - When you talk about a book, it forces you to know it inside and out.

### ***Application Involves Four Steps***

1. Make sure you own the book's Big Thought
2. Visualize a discussion with someone who could benefit
3. Look for insert points that would allow me to pass along a Big Thought
  - After you've explained the Big Thought, solicit feedback

## Love Is The Killer App (continued)

- Let them talk – the more involved they are in the conversation the more they'll enter your circle of influence
  - Follow up with e-mail
4. Play doctor – prescribe books like a doctor would prescribe medications to a patient

**Conclusion: The ability to transfer knowledge is a huge advantage for anyone struggling to succeed in the new economy.**

## ***NETWORK***

**Think about business you have lost, or promotions someone else grabbed, or competitive one-on-one situations where a rival triumphed. Calculate the size of the winner's network versus yours. For the most part, the winners are those with the largest networks, the most powerful connections.**

### ***The 3-Step Networking System***

1. Collecting – Always look for new contacts
  - Every person is a potentially relevant to you & your network
  - Some people may appear powerless or insignificant who potential stars waiting to rise.
2. Connecting – Proactively think of ways that your contacts can be linked
  - Tune your receiver – listen for people's value
  - Fuse the connection – proactively make the connection
    - ✓ Person to person
    - ✓ By phone in a three-way call
    - ✓ By three-way e-mail
  - A good lovecat is always thinking of ways to bring people together
3. Disappearing
  - Remain only until these relationships can survive on their own
  - Say, "I think you need each other. I only want you both to be successful. I want nothing else from this."
  - Always drop off as early as is polite once you have properly fused the connection.
  - When they know you expect nothing from your introduction, you become a trusted source of information.
  - Bizlove means never having to say, "You owe me."

## ***COMPASSION***

**Consider overcoming the cold and impersonal behavior between clock-in and clock-out hours, consider conquering the urge to be non-committal when it comes to feelings! No matter where you are in your career, you know that you can listen to people, you can support them, you can hug them.**

### ***Why You Should Show Compassion In the Workplace?***

- Your compassion will make a difference in how people view you and how they view themselves.
- By expressing your compassion, you create an experience that people remember. When people remember you, it's good for your business.
- Compassion creates commitment – which keeps you focused on building your knowledge and network.
- Compassion buys forgiveness. You'll be given a larger margin of error when you blow it.
- Your business relationships have greater longevity when based on human feelings rather than circumstances.

### ***Make an Effective, Long-Term Plan for Showing Compassion***

- Start with your eyes
  - “Kind eyeballs”
  - Often misused weapon in our nonverbal arsenal
- Smile – push yourself to smile when you greet or talk to others
- Express yourself with warm words, avoid the use of “hate.”
- Express yourself appreciation of others now – when the moment arises
- Use your arms – learn to hug in progression
- Perfect your handshake – match your handshake in strength and rhythm

### ***Three Primary Insert Points To Share Compassion***

- Salutations
  - Make the most of “hellos and good byes”
  - Use their names
  - After the initial introduction, ask a question, make eye contact, lean forward to show that you're engaged, and most importantly, listen.
- Conversations - Frame your conversations with bizlove.
- Quick Opps – i.e., chance meetings, quick phone calls or e-mails
  - Slow down and take the time to express yourself.

**When there is no love, there should be no expression of love. Never fake it. It's bad for the bizlove brand.**