

# Listen to the Customer

Steve Martin knew he wanted to be an entertainer. He worked hard on a magic act, which he then began to try out on audiences. Some of the tricks, however, invariably went wrong.

Martin could have become discouraged, but he listened to and watched his audiences carefully. He noticed that the crowds would erupt with laughter when a trick went south.

In response to the audiences, Martin said, "I went through my act and started taking out all the things that went right."

In other words, Martin performed the ultimate magic trick. He turned the illusionist approach into a comedy routine and became the country's top stand-up act. He's gone on to become a successful comic actor, director and writer.

Often, we are so focused on accomplishing a series of tasks that we don't take time to weigh the effectiveness, or necessity, of what we are doing. If we fail, we often take that as a signal to give up entirely.

Taking a cue from Martin, what do our customers and associates really want? What do they respond to most enthusiastically and appreciatively?

Is that what you are striving to give them, or are you futilely trying to pull a non-existent rabbit out of a hat?

*Let the wise listen and add to their learning.* Proverbs 1:5

--Beecher Hunter