

Impalas and Irish coffee

Aki Kalliatakis

aki@leadershiplaunchpad.co.za

This is the next article in a series on how behavioural economics and 'being human' affects your business.

It was so popular that we often ran out of whiskey.

A really long time ago I landed a job as a restaurant manager at The Zodiac Steak House in Boksburg. The pay was fine, the perks (free meals) were fantastic, and the customers were my kind of people – although to get them to go home at midnight on a Monday was sometimes impossible. Even legendary boxer Gerrie Coetzee was a customer there.

But it was in this job early in my career that I learned one of the most important lessons ever in business and marketing.

At some point in the afternoon or evening, we'd pick a small table of regular customers, and prepare Irish coffees for them – as a free gesture of thanks. Then I'd personally grab a tray, walk the long way round the whole restaurant and arrive with as much noise as possible at the table of regulars. "On the house," I'd tell them – and, of course, they were delighted.



Image courtesy of Fabio Alves, Unsplash

But it was the effect on other customers that made the world of difference. Most of them also shared in the happiness, and we know that even just seeing other people serendipitously getting something nice also makes us feel good too, even though it didn't happen to us. We end up with a feeling that "Hey! Maybe one day I'll also be the recipient."

But the most amazing thing was that the sales of Irish coffees in that restaurant just rocketed on those occasions. In fact, it more than made up for the couple of freebies we arranged.

You see, as human beings we are herd animals. We do what other people do. It's the biggest influencer of whether you have solar panels on your roof, which restaurant you go to regularly, the books or magazines you read, your choice of medical aid, what TV programs you watch, where you go on holiday, which headache pills you use, and what brand of butter you buy. (Hint: If your friends and neighbours do, you will probably also copy them.)

Disrupting things by going it alone takes an immense amount of courage and could be highly risky. We feel excessively awkward and ill at ease doing things that people around us don't do – and vice versa.



saniwipes®

The Power to Protect

don't just touch,
sani-touch®
Infection Protection Products (Pty) Ltd



Recyclable detergent disinfectant wipes.
The original trusted trolley wipe.

GREEN SANIWIPES recycled and repurposed into pallets, benches, jungle gyms and other useful products.



Let us help YOU to **RECYCLE**, CONTACT US TODAY



#WeCare

Zonki Cloths

Colour coded picture cloths.

HACCP made easy.
Printed picture cloths.

Prevent cross contamination between food groups and food prep areas.

Cloths can be custom printed.
(minimum runs apply)



sanitouch@sanitouch.co.za | +27 11 791 4860 | www.sanitouch.co.za



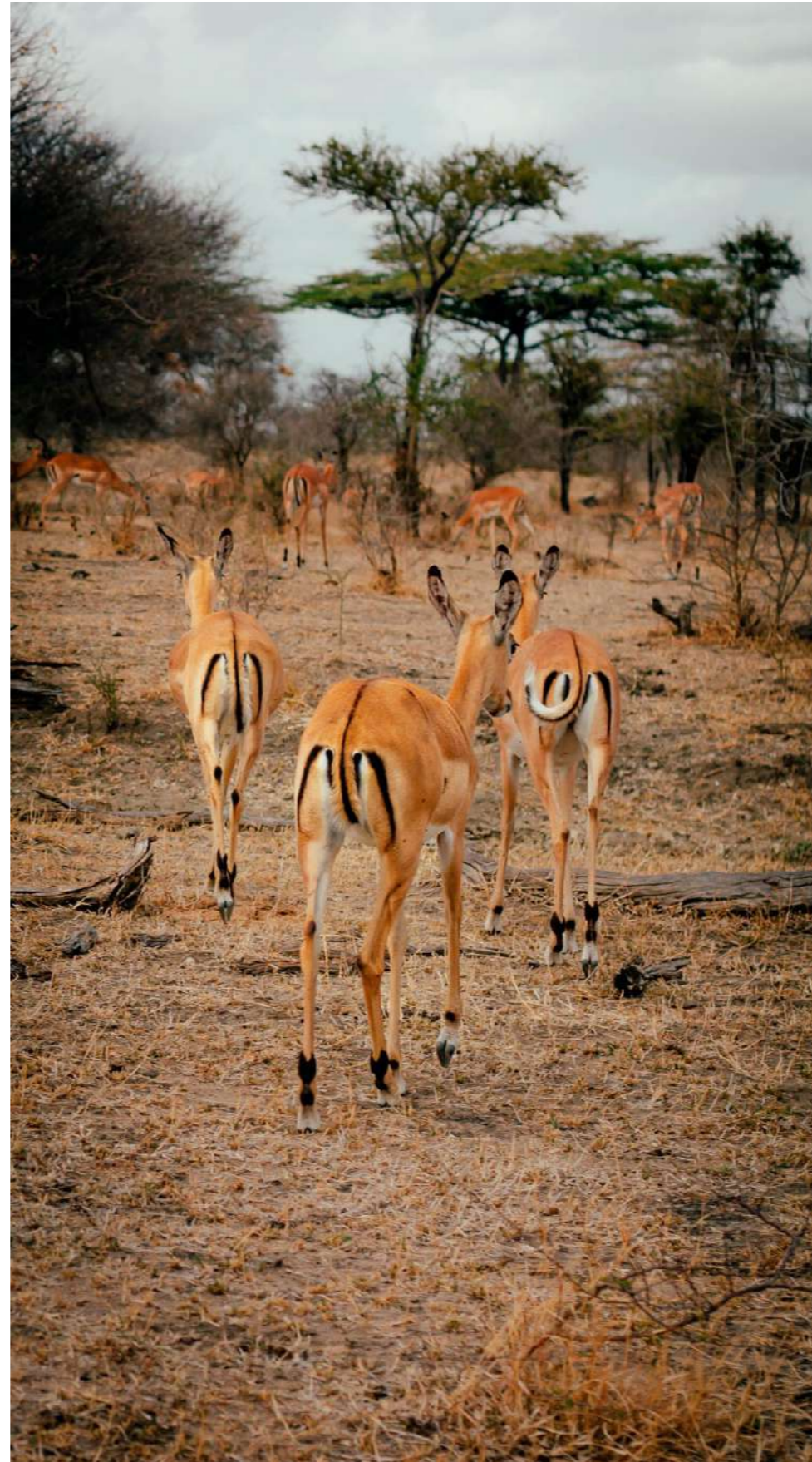
Picture this: You're on a game drive and you see a herd of impalas grazing in the veld. Are they getting the best grass for their investment? Probably not. If one moves away from the herd, that impala may in fact get a lot more – and better quality – which makes perfect sense. Except that in real life that's not true.

“ To go off on your own to the better meal, as an impala you will spend about 20% of your time grazing, and 80% of your time looking out for predators who are eagerly waiting for a lone straggler. ”

But if you stay with your herd, you spend 95% of your time grazing, and around 5% of your time occasionally glancing at the most neurotic and nervous impala, and if he seems calm, you're probably okay, and you can just get on with it. So doing what other people do, and imitating others is instinctively a good idea, because you won't end up with a catastrophe or an expense that you later regret.

But coming back to Irish coffees – I'm often amazed by how businesses seem to avoid doing something that is so easy to organise and relatively cheap to put together. And it makes customers feel rather special too. In one experiment, Guinness Beer in the UK found that just having someone standing and drinking a Guinness at the entrance to a pub inevitably led to increased sales of Guinness. (It was reported that the bar staff hated this because Guinness is such a painfully slow beer to pour!)

Image courtesy of Emmanuel Gidamis, Pexels



So what can you do? Well, it's obvious that when businesses are seen by customers to be generous, it has a very positive effect on their loyalty. So encourage people on your team to do more of these generous gestures – and even get your suppliers involved in sponsoring these 'extras' even as they promote their own brands.

I remember, at one hardware chain one Saturday morning they had a sales rep from an insecticide manufacturer talking for 20 minutes about pest control in your home. The presentation was fascinating, and I learnt so much that added value. At the end of it all she also handed out small samples of insecticide spray, and it's the brand that I've been using ever since.

“ But I think we need to go back one step further and ask a deeper question ... In what ways can we use the power of herd instinct and people's basic instinct to imitate each other to be more successful with our customers? ”

It may not be as difficult as you think, and you can use the purchases in your own life to start off.

Sometimes, we have to just put away our spreadsheets and ignore the finance people, because they often lead us astray.



We become so obsessed with measurable and scientific outcomes that we forget about the importance of psychology. Human beings are not as logical as we'd like them to be, and innovative solutions can make a huge difference. How many times have you been to a drive-through restaurant and they have filled the little packet of chips so much that a few of them fall out and sit at the bottom of the paper bag?

Image courtesy of Cottonbro Studio, Pexels

Apart from the fact that you feel they were so generous, it also gives you an excuse to eat those extra chips without feeling guilty like you are stealing from the family.

We really need to put more of focus on actually creating and designing happiness for our customers – creating a life that they can genuinely enjoy. For me, it is always, always going to be more important than making a few shareholders even wealthier. **SR**



Aki Kalliatakis is the managing partner of The Leadership LaunchPad, a company dedicated to helping clients become more customer driven. He can be contacted at +27 (0) 83 379 3466, or via the website at www.leadershiplaunchpad.co.za

SUPERMARKET & RETAILER
Business knowledge for smart retailers



Want to target real decision makers?

SCAN TO VIEW MAGAZINE



Who are we?

A trusted source of retail information for over 65 years, our magazine informs and empowers retail business owners to grow whilst tackling current industry topics.

How can we help you?

We connect FMCG brands, and Equipment and Service suppliers to retail decision makers around South Africa. Elevate your brand with our wide variety of digital offerings.

Let our team help you with a digital strategy that targets real decision makers

- Contact 011 728 7006
- info@supermarket.co.za
- www.supermarket.co.za

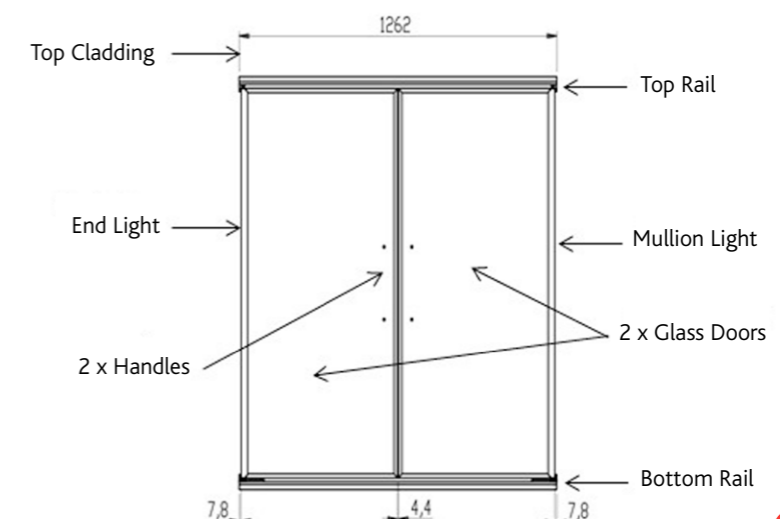
Close The Case

Designed as a retrofit solution for existing Supermarket display cases, the Glacier Air Shield Glass Doors offer up to a 40% energy saving in an ever-increasing energy cost environment as well as improved cabinet temperatures and product benefits.



Features and Benefits

- Reduced energy consumption.
- Extended product shelf life.
- Double glazed Argon Gas filled void for superior insulation.
- Optimal product temperatures.
- Spring loaded glass doors.
- Solutions for new cabinets or retrofitted on existing cabinets.
- Less cold air spillage – warmer aisles.
- Optional Mullion LED lights and door hold-open brackets.
- Heated option on our Standard Airshield Doors to suit coastal conditions.
- Integrated (full length) handle option.



Infinity / Infinity Integrate Glass Doors

The new Infinity Glass Door is designed with edge-to-edge glass and screen print border. This door offers increased visibility and a more modernised look and feel. Glacier has also launched their new Integrated Glass Door which incorporates a full length profiled handle.

Low Temp Eco Leaf (Energy Saving) Doors Aluminium Frames:

- Heated Door and Architrave
- Natural 15 micron anodized or black textured powder coating (Coating to SABS standards).

Glass

- Safety toughened 4mm glass inside and outside standard on all doors. (Toughened to SABS standards).
- All Glass Doors are Argon Gas filled for superior insulation.
- Low temperature doors are fitted with a heated front glass and a clear rear glass, both safety toughened.

Normal Temp Doors Aluminium Frames:

- Door and heated Architrave
- Natural 15 micron anodized or black textured powder coating (Coating to SABS standards)
- There is a thermal break on the inside of the door frame.
- All architraves are fitted with anti-sweat heaters.

Glass

- Safety toughened 4mm glass inside and outside standard on all doors. (Toughened to SABS standards)
- All Glass Doors are Argon Gas filled for superior insulation.
- Normal temperature doors are fitted with Low emission front glass and a clear rear glass, both safety toughened.

Lights (LED)

Energy Saving LED 22W, 6000K, LED Light fitted on the inside of the architrave in a closed polycarbonate light diffuser.

Lights (LED)

Energy Saving LED 22W, 6000K, LED Light fitted on the inside of the architrave in a closed polycarbonate light diffuser.

