



## Motivational Madness E-Newsletter

### Teamwork - On and Off the Field!

*Commentary by Paul*

Last month, I had the wonderful opportunity to travel to Detroit for Super Bowl XL. For those who know me and my family, it's no secret how we feel about the team from the "Steel City!" Finally, after twenty-six years they won one for the thumb. That's what I thought as I watched the final few seconds click off the clock...Steelers 21 the Seahawks 10! In the end though, after all the questionable calls and penalties, it wasn't just the athletes wearing black and gold who won. It was the thousands and thousands of fans who experienced the hospitality and warmth of two countries working together who tasted victory as well.



Even though a river separates the two; Detroit, Michigan and Windsor, Canada teamed up to make the Super Bowl experience memorable for fans on both sides of the coin. From the colorful banners lining the street posts, to the gigantic Super Bowl XL logo fixated at the top of the Renaissance Center, the imagery and excitement were plentiful.

The restaurants, bars and hotels all rolled out the red carpet in Windsor for the many who called Canada home for the days leading up to the big dance. Just like in Detroit, hospitality was the name of the game. It didn't matter if you were tailgating with friends at Ford Field, skating at the ice festival in downtown Windsor or attending the Kid Rock Concert, attention to detail was noticeable. From transportation and security to information, those in charge were not leaving anything to chance.



A great example was the Saturday before the game. As my family and I were leaving the confines of the NFL Experience in downtown Detroit, huge snowflakes began to fall. For the next few hours the wind whipped fiercely and snow blanketed the streets. Thousands of fans were bound and determined not to be deterred from the street parties, exhibits and fanfare both cities had planned. Nonetheless, it was difficult to get around. That didn't stop the nearly 8,000 volunteer ambassadors with their bright red jackets, helping direct people from point A to point B. Without them, many people, including myself would have been lost trying to make our way throughout the maze of excitement. It's that kind of effort that in the end you don't forget.

Teamwork - on and off the field! This one idea crossed my mind more than just once during my experience at Super Bowl XL. Yes, to pull off a multi-million dollar sporting event and capture the attention of the world takes incredible planning, perseverance and attention to detail, however, to keep the attention of people takes something else -- warmth and hospitality. For it's these qualities that outlive the numbers on the scoreboard and the stats in the newspapers. These are the human qualities that make the little things big things, and the big things memorable. With that said though, it sure does help when your team wins too.

### How May We Help You?

Vital Communications recently completed a new marketing tool outlining specific information regarding the presentations and seminars Paul presents throughout the country. The four-color brochure not only gives a synopsis of each one of Paul's messages, it also highlights all of the motivational products and books available through Vital Communications.



It is the hope of the Vital Communications team that this new collateral piece will better service your needs, should you be interested in investing in one of Paul's presentations or seminars. Don't hesitate to visit paulvitale.com or call 501-868-8195 to request this new tool. A representative would be happy to forward a media packet to you today. So, "How may we help you?"

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### Vital Facts About Customer Service

60 to 70% of lost customers leave because of problems other than product quality or price.

Dissatisfied customers tell an average of 8 to 10 people about their bad experience.

Customers are willing to pay more to receive better customer service.

Only 5% of dissatisfied customers complain to the company. The other 95% simply go to the competition.

### Opening the Door to Success

Before making a pitch to a potential client, pause for a moment and ask yourself:

Do I honestly believe in what I am promoting?

Do I really understand the products and services I stand behind?

Is providing quality customer service a part of my regiment?

Am I capable of handling rejection?

### Something to Think About

"If you don't invest very much, then defeat doesn't hurt very much and winning is not very exciting."

-Dick Vermeil