

Killer Assumptions

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Assumptions can kill relationships, both business and personal. Assumptions prevent us from growth in every way imaginable. You've probably heard this age old question: Do you know what happens when you assume? The satirical answer is: You make an ass out of u & me. But knowing better doesn't enable us to do better. It's easy to fall into the assumption trap.

Yesterday, my friend Garret sent me this e-mail message: I've started a business that you may be interested in. No, it's NOT Arbonne – although my wife is involved with that and the products are really very good. I've started up a candy company, and I would be delighted if I could be allowed to stop by your office and give you and your employees some free samples.

I responded: You're always welcome to visit although, as someone who's been approached with HUNDREDS of network marketing opportunities, I can tell you it doesn't fit into my plans. I can't even do the things I want in my current business.

Moments later, Garret answered: YOHO – THIS IS NOT A NETWORK THING. I'm not offering you an opportunity to make more money. I'm offering you some wonderful candy and gift ideas!!!

I felt like a jerk because of my assumption. Just as harmful, I may have missed an opportunity to improve my business. Hopefully, Garret will accept my apology and forgive my arrogance.

So remember this **Yohism**: Arrogance and ignorance are life's deadliest combination. My personal lesson today was contained in my own material. Here are some powerful reminders.

More often than not, the significance isn't in what someone said but what they meant. People don't always mean what they say – they don't always say what they mean. People use the same words to mean different things – they use different words to mean the same things. If that's confusing, listen to my Negotiation CD's.

When someone offers an idea or asks me a question, I'll provide better service to them (and myself) by remembering to understand before I respond. Being understood is one of a human being's greatest needs. We love being around people who understand us. And we'd prefer to buy from them too.

Hopefully, my latest assumption will not hurt me in the long run. The easiest way to avoid that consequence and, killing any relationship, is to stop assuming anything – ever.



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