February 2021

water matters

FOR MERCHANTS, CONTRACTORS AND DEVELOPERS WHO EXPECT THE BEST FROM THEIR SUPPLIERS



Treat others as we want to be treated

How would you like to be treated?

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Continued from page 1 - **How would you like to be treated?**



Do you ever treat people badly?

Do you ever find yourself on the receiving end of bad treatment?

Do you ever remember being told (probably by your Mum or Grandmother!) to 'treat others as you want to be treated yourself'?

We think about this often within Graf UK. Because we believe it's incredibly important to treat other people as you would like to be treated. Quite simply, if everyone did that, we'd all be on the receiving end of some pretty nice treatment!

Think about it, would you like to be moaned to? Would you like to be shouted at? Would you like to be ignored? Would you like to be disrespected?

I'm confident the answer to all of these, is NO.

Sure, we're all used to it from time to time, but that doesn't mean we'd ever choose it!

In which case, if everyone thought to themselves (before speaking or taking action)

> "am I treating this person the way I would like to be treated?"

then they wouldn't moan, they wouldn't shout, they wouldn't ignore or be disrespectful to anyone. Wouldn't that be nice?!😊

Of course, we don't all want exactly the same things - perhaps how I would like to be treated is very different to how you would like to be treated? - but even so, it's highly likely that we all want similar things and if we both wrote out a list of things we didn't want and didn't like (about how people can treat us), then I'd bet there would be a lot of similarities.

Even once we're all treating others as we want to be treated, just covering the mere basics of being nice to each other, we're not even scratching the surface of the many benefits that come along if you really start to live by this value.

To truly treat others as you want to be treated means so much more. It means you go the extra mile. It means you think about the other persons' needs even before they do. It means you



put their needs ahead of your own, leading to the best possible experience for them - because that is what you would hope others would do for you!

When you do this in business, it can be the difference between a customer for a one-off transaction and a customer-for-life. Here's an example...

Netflix are treating me exactly how I would like to be treated. Not only are they providing some serious value by releasing at least 1 new movie per week in 2021 (over 70 movies I heard in 2021!), which for less than £10 per month is excellent, but they also seem to have gotten to know me better than I know myself...

Just recently we were looking for a new box-set to start watching and of course, one of the downsides to Netflix is that there is just so much choice! Where should you even start?! But, as we were looking through the options, I remembered that I had recently received an email from Netflix with some recommendations specifically for me, so I found it and we took a punt on their top recommendation.

Did I like it?

Of course I did. And Netflix knew I would, which is why they sent it to me.

This has actually happened several times now. I'm even starting to wonder why I even bother to look through the options myself and think about what I would like to start watching, I should just stick to their recommendations and save myself loads of time!

> The thing is, they know me so well because they've paid attention to my previous transactions with them. They know what I've liked before, so they have a very good idea what type of show I will like in the future. They've recorded this information on me, so that they can continue to help me stay a customer with them by making really relevant recommendations directly to me.

If I ran Netflix, this is exactly how I would want to be treated, so it's how I would treat my customers.

The key with this example is that it's only possible if you know your customers as well as Netflix does.

So, do you?

Do you record what they like? Do you know what's important to them?

And even if you know this information, do you ever use it? Do you use this knowledge about them to help them even more?

We're not even close to doing this as well as Netflix, we simply don't know a lot of our customers well enough. But, because we like it when people try to get to know us better, that's our aim for how we're going to improve in 2021.

There is nothing radical or amazing about what Netflix is doing here. The main difference is, they're actually doing it. Could you?

If I were on the receiving end of this newsletter, just like you, I'd like it to be full of useful ideas, inspirational stories and the occasional "A-ha" moment, which will have a positive impact on my day. Given that I'm writing it and my aim is to treat you as I would want to be treated, that's exactly what I hope you hold in your hands!

Now go find out for yourself and keep reading...

Have a great month!

Matthew

NETFLIX

Sharing Our Values – Treat others as we want to be treated

Here's a few recent examples of our team living up to our value... to Treat others as we want to be treated.

Jack Green...
gets a special mention from Alice in our Finance Team


Jack Green

It will be short and sweet as we are busy (as per usual 😜), but during January, at our busiest and most stressful time at month end, as we not only have month end in January but, year end and many other tasks to meet deadlines for right after Christmas, it was noticed by all that we were busy due to our very own finance team lock down (quite prevalent this year.)

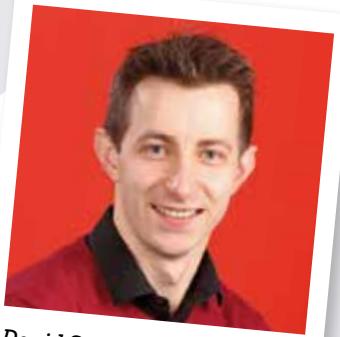
But one special mention must go to the one colleague that stepped forward at our hour of need, who we in the finance team feel fulfilled our Company value of 'treating others how you want to be treated' - Sir Jack Green...



He offered the little spare time he had to provide assistance to us, as he could see we were busy. If everyone offered their spare time (if and when they have any, even 5 minutes) it is only a little gesture but really does help others to meet deadlines and goes a long way.

Well done Jack!

David Stagg...
gets Emily's vote for treating others well


David Stagg

I think David is 100% someone who treats others how you want to be treated. I'm sure a lot of other people will suggest David as he is just so kind and helpful to everyone, even if he already has a lot on. He's always so positive and has a great attitude 24/7!

Well done David!

Charlotte Hucklesby...
is recognised by Louise


Charlotte Hucklesby

I'd like to put forward Charlotte Hucklesby 😊

I've spoken to her a lot over the past 1-2 weeks, during the overlap as we're swapping roles, she's always happy to help me and explain why we do certain things within orders/stock.

For this reason, I'll be sending my January card to her in the post 😊

Well done Charlotte!

Treat others as we want to be treated

These 5 examples were all provided by our team to recognise the colleagues who they feel are living & breathing this value of ours.

Do you share our value to **Treat others as you want to be treated**? If so, tell us how. We're sharing this article on our LinkedIn page and we'd love to hear from you in the comments. Search for #treatothers on LinkedIn or visit our page and find the post, then share your examples with us.

What's the best treatment you've ever been on the receiving end of? What's the best way you've ever treated a customer?

We'd love to learn from you on this one – please head over to our LinkedIn page and share with us.

Cheryl Cameron...
gets a special mention from Lisa in our Glasgow branch



Cheryl Cameron

Cheryl always takes the time to listen to other people, be it customers or staff, and really goes out of her way to be cheery and pleasant to everyone, as is very obvious at our sales meetings. She is always smiling and radiates positivity. She is also quick to lend a hand to other departments, even if it means she has to work late to get her own tasks done, she does this before seeing someone else become overwhelmed.

Well done Cheryl

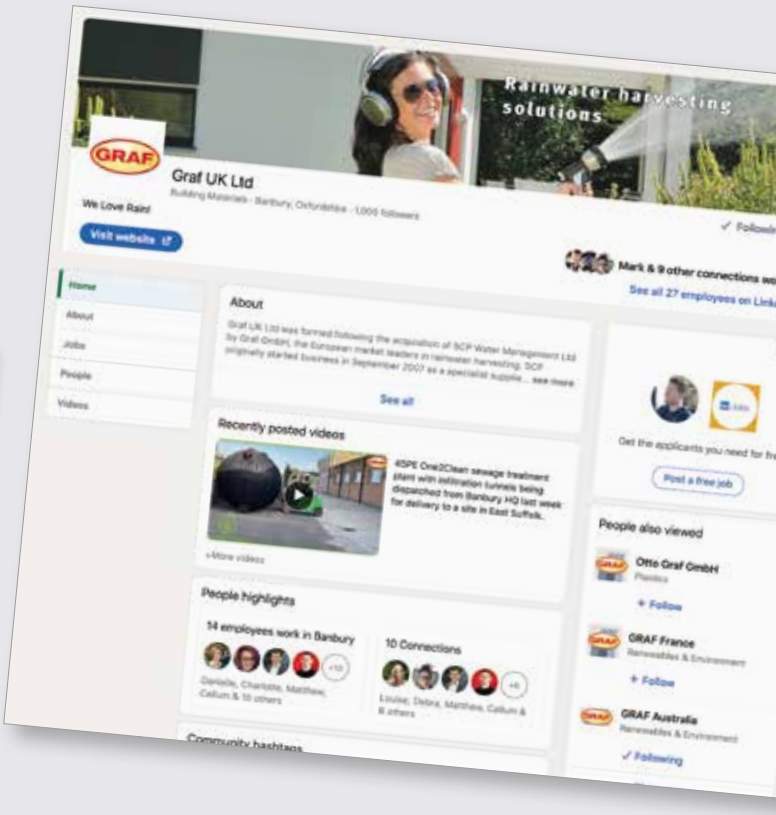
Alicia Bennett...
gets a thank you from Michael



Alicia Bennett

There could be many examples I use here, but to keep it short Kent Wastewater Services had a delivery due the next day and wanted to add additional items to the order late afternoon the day before. The order had already been picked and loaded, but Alicia arranged for the extra product to be added, going out of her way to make sure it happened. Great team work from Tom & Kam, and Alicia, to go the extra mile for the customer and make sure they got what they needed.

Well done Alicia!



Why we're spending so much time on Facebook

We've been advertising on Google for our business for several years now. It's a very valuable source of leads, and even orders for some parts of our business.

In our Garden products business just last month, for example, for every £1 spent on Google Ads we got back £11 in orders. Imagine if you had a machine in your house that for every £1 you put into it, it popped out £11 straight back to you, do you think you'd just stand in front of it all day putting in more £1 coins?! Of course you would!

However, you cannot. There is a limit to how many £1's you can spend on Google Ads.

Google Ads only show up in front of people searching for your product or service. Then, when they click on your advert it costs you money.

This is the point at which your ad (and product or service) needs to be good enough and your offer compelling enough, for that initial click through to your website or landing page, or e-commerce online shop, to result in them actually buying something from you. If they simply click through your advert on Google, get to your website and then don't like what they see so they leave, it just costs you money - you get nothing in return and certainly not £11 back!

So, Google Ads are great for all those people searching for your stuff. But, there will be a limit to how many people know they want what you're selling.

In order to really grow your business, you might want to consider putting your ads in front of people who don't yet know that they want to buy something from you.

People who are spending their time scrolling through their Facebook news feeds, for example.

Interrupting them with useful adverts about your product or service could be a great way to grow your sales.

We kicked off our new Facebook Ads campaign at the start of the year for our Garantia brand. It's early days, but we're certainly getting new customers.

We're getting nothing like the same results that we get on Google Ads just yet. Don't forget, people who click through your adverts on Google are actually searching for what you're selling. People who click through your ads on Facebook or Instagram might have never heard of your company or your product or service before, your ad has literally just interrupted them whilst they're watching silly cat videos or reading about what their friend had for breakfast, or whatever other fascinating, inspiring stories they're consumed by within their Facebook news feed!

We'll see over the next few months just how helpful and valuable this approach is within this part of our business, but even after one month of this new trial we know it's helped to increase the number of people who are aware of our Garantia brand.

In all of our businesses, we all get the choice of sitting back and waiting for the phone to ring, hoping that someone may need what we're selling, hoping that someone new may have been told about us by their friend or colleague. We can also though, be proactive.

We can get our brand, our products and services, in front of people who are likely to be interested and may have a requirement for what we do. You know where those people are right now, especially whilst we've all got less to do outside of our homes whilst this lockdown remains in place. Just like you, a lot of people are spending more time on the internet waiting for some inspiration. Waiting to be interrupted.

Have you considered whether it should be you or your business that helps them?

There are currently more than 44 million people in the UK who use Facebook. That's 44 million people who you could reach if you choose to put some useful information in front of them.

Out of 44 million people, how many people do you think might be interested in what you do? That's got to be worth a look & see, hasn't it?!



Would you offer your customers a 100 day free trial?

When it comes to treating your customers the way you want to be treated, you may find yourself thinking up some crazy ideas occasionally.

It's likely that the ideas you come up with are always going to be in favour of your customer, because that's the kind of customer service treatment you'd like to be on the receiving end of, right?!

You'd love it if your favourite supplier of clothes or drinks, or handbags, or gym equipment gave you free stuff in exchange for a simple video testimonial they can use on their website. You'd love it if you got a 50% off voucher from your favourite supplier, just for recommending them to your friends or encouraging others to buy from them.

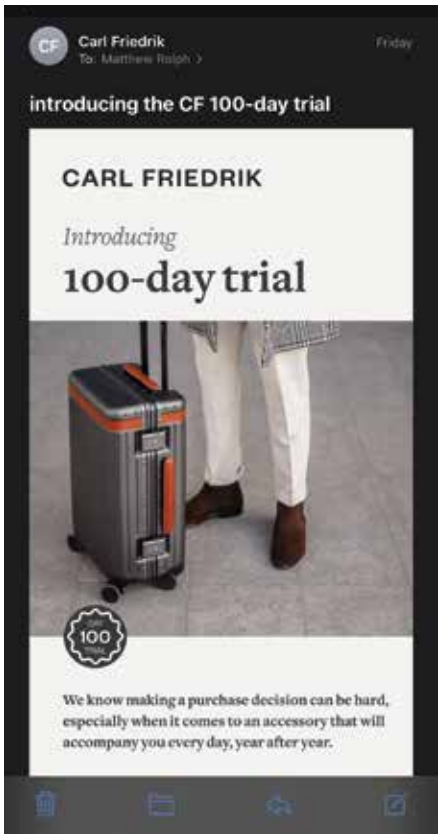
You see these sorts of offers all the time, from companies who are testing out new ways of growing their sales.

Just recently though, I received an email from a company I've spent some money with before and their offer was quite eye-catching (so much so I'm sharing it with you here!).

How would you like a 100-day trial, before you have to decide whether you want to keep the product or not?

With this offer, you can buy the product





and start using it, test it out and see how much you really like it over the next 100 days - yes, that's over 3 months! - and if you're not convinced that it's right for you within that first 100 days, then you can return it for a full refund.

Here's what they said on the email...

> We want you to be 100% satisfied with our products, and with the 100-day trial we get one step closer to that goal.

Does that sound good to you?

Do you think that'll remove the barrier to buy, for some of their potential customers?

Is that a good example of a Company that's properly thinking about how their customers might want to be treated and putting their customers' needs ahead of their own?

It's why this example is our lesson of the month. Sure, it won't work in every business. I'm sure that just like us, some of the products you sell could not simply be returned in 100 days' time if they didn't like them. They would already be buried underground or helping to hold their house up! But it's a helpful example of the lengths that some companies are starting to go to in order to treat their customers how they too would like to be treated.

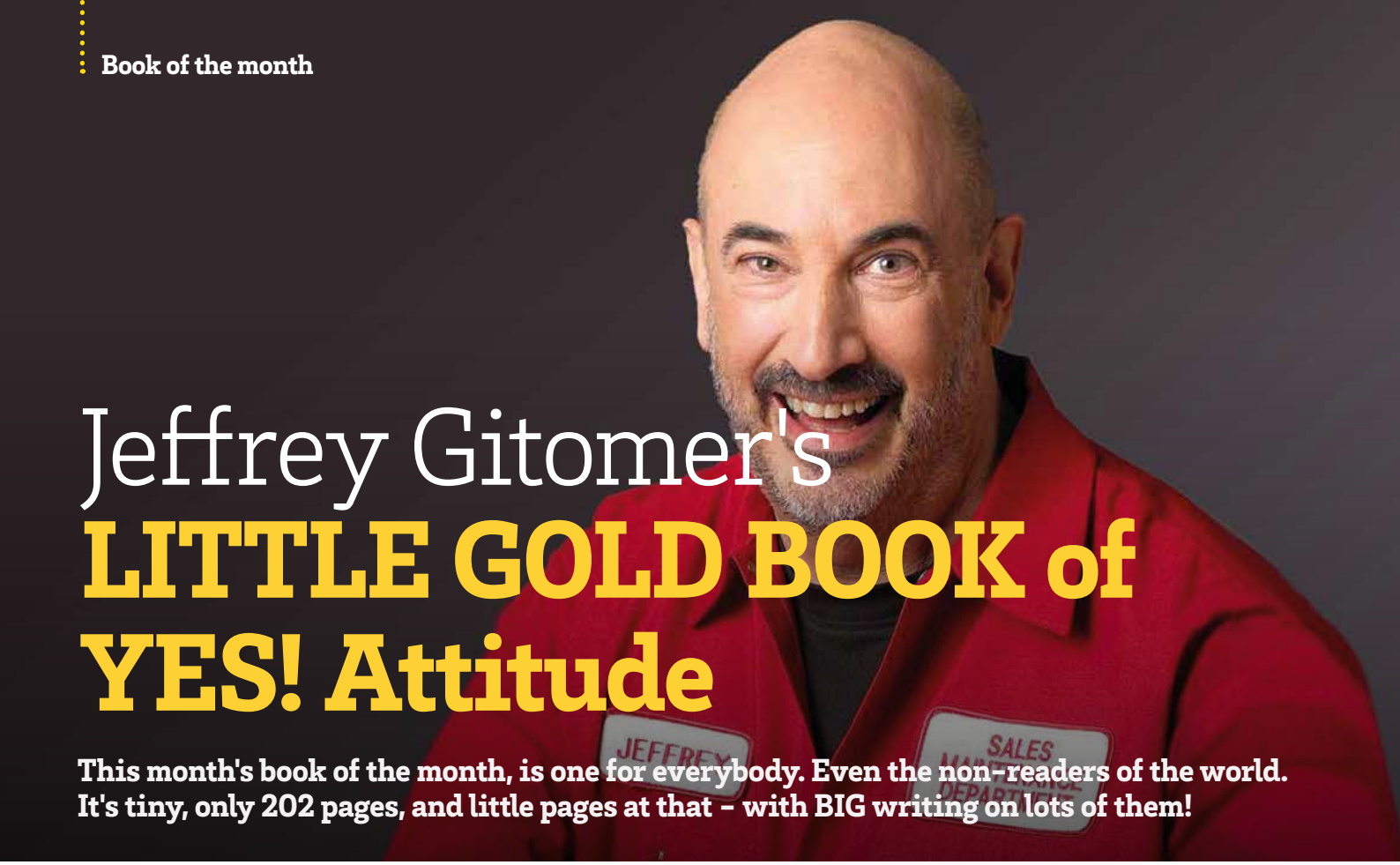
Perhaps you cannot offer exactly the same, but I bet there's an equivalent offer that would work for you. Just as there will be in our business.

We just have to learn from these examples and think of our own.

And we'll all get the idea quicker, if we're constantly thinking to ourselves...

> what would I want if I were our customer?

That's how to treat others as you want to be treated.



Jeffrey Gitomer's LITTLE GOLD BOOK of YES! Attitude

This month's book of the month, is one for everybody. Even the non-readers of the world. It's tiny, only 202 pages, and little pages at that – with BIG writing on lots of them!

It should be taught in school! Like so many of the personal development books that teach us about taking responsibility for our own happiness and fulfilment, this book contains some simple ways to help you enjoy life more.

On the front cover it says this...

> How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS & HAPPINESS

What a promise! Who doesn't want a lifetime of success & happiness?

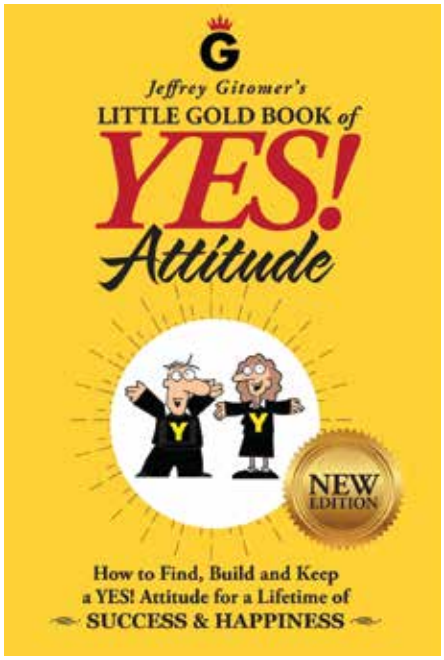
Oh yea, negative people – that's who. People who believe that's not possible for them. And unsurprisingly, they're exactly the people who would never choose to read this book.

But that's not you right, so perhaps you're interested in getting a copy? Perhaps you've read it already?

If you have read it, or might read it in the future, I wonder how you would fare on the positive attitude test...?

When I read it last month, I scored 106 out of a possible 150 for how positive my attitude is.

A score of 106 apparently puts me in the



big club of people who think they have a positive attitude, but don't. People who score between 75 & 119 are in need of skill-building help and must actively work on attitude exercises every day, to help get a positive attitude.

The book goes on to provide many, many ways that one can improve their positive attitude, as well as sharing all the reasons why you'd want to.

As to whether it works, I guess I'll retake the test in a few weeks' time and see! And perhaps you'll be the judge if we speak anytime soon? Perhaps our next conversation will be more positive than ever before?!

The key takeaway from this little book for me, is the reminder that ultimately you get to decide whether today is going to be a good day or not. It's not down to the weather, or your customers, your colleagues, or your family; whatever happens to you does not have to dictate how you feel.

You get to decide how you feel in any given situation. And when you start with a positive attitude, you're much more likely to smile more and enjoy life more.

As I reminded my team a few weeks' ago in one of my Monday weekly emails, it's no one else's job to make you happy! That one's on you! It's up to you to make every day a good day.

If you think you could be a little bit happier so far in 2021, then I highly recommend this book. What have you got to lose? I'm sure you're not short of time during these lockdown weekends! I've even got a spare copy if you want me to send it to you! (just email me: **mrolph@grafuk.co.uk**). As it says on the back cover, this book really is your personal guide to a YES! Attitude in every aspect of your business life and your personal life.

Emily in Graf UK? (month #2)



Emily

It's been over two months already since I joined Graf UK, and my time in the Order Processing team has swiftly come to an end. I have enjoyed every aspect of it, from problem solving to speaking to our lovely customers on a daily basis. But it's time for me to move on... it's time for stage 2.

For the next two months (February & March) I will be focused on the sale of our Garden products. I have already been involved in meetings that focus on marketing and sales, where I have learnt so much more about you, our loyal customers! I have had the chance to learn more about our products and who uses them, along with why they use them to help save our environment - something which I myself am very passionate about.

I am looking forward to my transition into the Garden team and learning more about all different aspects of the business throughout my apprenticeship, I feel like I have learnt so much already and I am very excited to have this opportunity with such a great company!

Just in case you're not familiar with our Garden products, if you want to find out more over the next 2 months whilst I'm in the team, please pick up the phone and ask for me! I'm looking forward to helping you with our water butts, compost bins, raised bed planters and more. If the weather starts to pick up and you find yourself starting to spend time in your garden during February & March (let's face it, where else are you going to go?!), you know who to ring and ask for if you need a few things to make the most of your garden.

Ring 01608 661500 and ask for Emily! 😀



Garden

Who would you choose to thank?

As part of the Christmas Gift package that all team members at Graf UK received last December, everyone got a pack of 12 Blank Cards with envelopes and a book of First Class stamps to use throughout 2021.

On the last working day of every month in 2021, each member of our team has to choose which of their colleagues they're going to write to using one of these Blank Cards, to recognise their efforts for living up to our value to treat others as we want to be treated.

At the time of writing this article, we've got 3 days left to decide who to send our first card to.

So, if you had to do the same, who would you choose to thank in your business?

What about your household?

What about your family?

What about among your closest friends?

Wouldn't it be nice to receive a card from someone, sharing with you that they appreciate you for all the good things you do?

To receive some nice, kind words of thanks, appreciation and gratitude.

Would you like to receive a card like that every month?

I know I would!

So, as with anything that we'd like to receive in life, you know what you have to do...?

GIVE IT.

Yep, that's right. Whatever you'd like to have more of, go ahead and give it to others.

If you want more love, give more love. If you want more thanks, give more thanks. If you want more help, give more help. It's quite simple, give and you shall receive.

And even if you don't receive anything back immediately, or even ever, you'll feel so much better anyway!

We all know it feels better to give than it does to receive. Doing things for others is so much more fulfilling than doing things for yourself. If you give thanks, offer support, and perhaps even send a little card to someone once in a while, go ahead and see how you feel after. I'd have a fiver on you feeling much better about yourself.

When it's this easy to make yourself feel good, why wouldn't you?

Each month this year, all of our team will be feeling great as we write little notes of thanks & appreciation to one of our colleagues. If you were to do the same, who would get your card of appreciation? And whilst you're thinking about it... why not just write one and send it?



Scared of getting in the shower



How many times a day do you have to build up courage before you do something?

Are you regularly scared or anxious or apprehensive about things?

Do you find yourself growing stronger or weaker in this area?

Is it easy to push yourself to do things that make you uncomfortable or do you shy away from them? Choosing instead to do easier things.

Courage is rare and in demand, and therefore it's valuable.

That's how the world works. Gold is rare and in demand, so it commands a high price. It's the same with a skill like courage.

And the good thing is... courage can be learned – just like everything else.

For the past few weeks, before every shower I have, I'm a little anxious. Not necessarily scared, although at the start there was definitely an element of fear!

Why? you're probably thinking!

Well, it's because the water I'm getting into is as cold as I can make it🥶

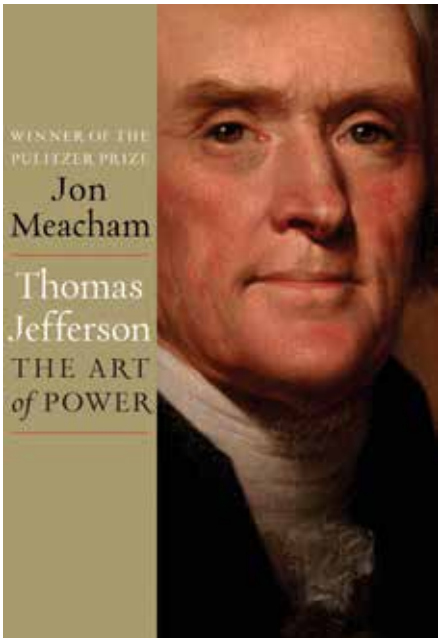
Yep, a cold water shower, which I force myself to get into and stay under until I'm comfortable with it. Every single time.

Thinking to myself, saying to myself;

> "COURAGE!!!!!"

the whole time!

It's my way of building it up. Of strengthening my courage muscles. Of making courage a daily (usually twice daily) occurrence.



In the book; 'Thomas Jefferson: The Art of Power', Jefferson credited his father's way of teaching courage to be the foundation of his success. His father taught him that strenuous physical activity was the key to building courage. He sent Jefferson out into the woods alone at 10 years old just to test his courage and survival skills.

This reminded me of when I read that Richard Branson was pushed out of the family car at age 6 and told by his Mum to find his own way for the remaining 4 miles of the journey to his grandmother's house. At age 6! He was taught by his mother to always be in control of his emotions and rely on himself to get what he needed. And this took courage.

As an adult, Jefferson woke up and dunked his feet in ice cold water each morning because of the health benefits he felt it gave. And of course this continued to build up his courage.

There are loads of health benefits to taking cold showers. Testosterone increase, muscle fatigue recovery, fat loss, lowering blood pressure, decreasing uric acid levels, etc. But that's not even the main focus here, not the physical benefits; through choosing to immerse yourself in cold water you're building up the 'muscles' in your brain associated with courage.

It's like doing sit-ups for this part of your brain.

In the absence of other more exciting ways that you could build up courage – like sky-diving or bungee jumping, as I'm assuming these are not 'essential' activities during lockdown! – why not try cold showers?!

Or do something else that makes you uncomfortable – something that requires courage.

The human body follows the 'use it or lose it' principle, so you need to constantly stimulate this part of your brain so it's ready to serve you when you need to call upon some courage.

You never know when that may be, so wouldn't you rather make sure you're prepared?

Something for you to consider over the next month. Until our March edition... **that's the final word.**

Matthew

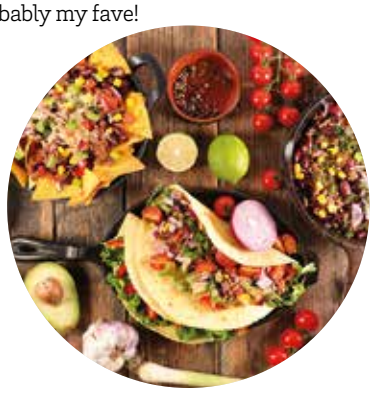


Graf UK team Q&A

Your chance to get to know our team a little bit better – this issue, Cheryl Cameron.

What's your nickname people call you?
Most of my friends call me Chez (I don't particularly like it though) I have 4 younger siblings who call me Sissy which I love.

What is your favourite food?
Hmm I love most foods, but Mexican is probably my fave!



What is your favourite TV show?
I can literally watch anything from Police dramas to Game of thrones, my fave would be between Sons of Anarchy & Game of Thrones (if it hadn't ended so badly, worse finale ever)

Who is your idol?
Probably my Mum, she is a living legend!

What is your best achievement?
Probably doing the Glasgow to Edinburgh cycle, it was 56 miles (mostly uphill) and I didn't train for it (bad idea) cried my eyes out when I finished it hahaha!



Who is your favourite singer/band?
Queen! I love all sorts of music I can listen to most genres from over the years but Freddy is my No1!.

What is your favourite holiday destination?
Hard one to pick I absolutely love the Caribbean, but Vegas is something else. They are completely different types of holidays but amazing!

What is your favourite animal?
I love my dog, and my family dogs but I'm not really an animal person.

What was your dream job when you were younger?
History Teacher still love history and learning about it but I realised that me and high school kids probably wouldn't have been a good mix. I wouldn't have been terrorised!

What is your biggest pet hate?
People who chew loudly and people who drive really slow in the fast lane on the motorway.

Coming up in next month's issue of:

water matters

HOW YOU CAN LEARN FROM US ONLINE DURING MARCH / WHY YOU NEED TO TAKE OWNERSHIP MORE OFTEN / FIND OUT HOW WE'RE REWARDING LOYALTY./ WHY YOU'RE THE LEADER EVERYONE NEEDS AND MUCH MORE...

Contact us:

We'd love to hear your feedback on this issue of *Water Matters*, and the sort of things you'd like to see in future issues, so drop **Callum** a note at *callum@grafuk.co.uk*.
We look forward to hearing from you soon.

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