

# THE IN-STORE ADVANTAGE



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Friday, March 15, 2024

Volume 29 #693

**"The world is changed by your example, not by your opinion." » Paulo Coelho**

## MVP Traits

Every now and then, you see a gesture or act that really strikes a chord.

I had such a moment recently when I came across a video clip of Caitlin Clark on my Twitter feed (now called X).

In a culture dominated by self-promotion, her genuine act was a refreshing change.

I'd argue that Clark is the biggest attraction in college athletics today, regardless of gender.

Fans have lined up for hours and paid hundreds of dollars for tickets when her Iowa Hawkeyes come to town.

Truth be told, the only college basketball games I've watched in their entirety this year are Nicholls State University and Iowa Hawkeyes games. (My son is a cameraman for Nicholls home games on ESPN+.)

But I've also watched as many Hawkeyes games as available to see Clark play.

She recently achieved a monumental milestone by becoming the leading scorer in Division 1 history.

The video I watched took place after the game in which she set the record.

## Storytellers Everywhere

I recently found myself smiling and a bit motivated after a conversation in the early morning.

It took place with a plumber in one of the men's restrooms at Mobile Regional Airport. Yes, seriously.

When I walked into the restroom, I saw stacks of PVC pipe laying on the counters.

I glanced down to see legs sticking out. The plumber was laying on his back beneath the lavatories.

As I tried to quietly walk around him, he apologized for being in the way.

I quickly joked, "No, dude. I think I'm in your way. Hey, do you need me to hand you a P-trap?"

He took my (basic) knowledge of plumbing as an opportunity to begin describing the job he was working on.

I found myself enthralled with my new friend's explanations of how the airport schedules maintenance and the specific tasks he was taking on at that moment.

Within a minute, I was getting a tutorial on everything from basic plumbing principles to

Sitting in the front row was musician, Travis Scott...with bodyguards.

Truth be told (again), I wouldn't know Scott if I sat near him at McDonalds (where he had his own "Travis Scott Meal".) But I know he's a huge star.

After the game, he seemed as excited as anyone to take a picture with Caitlin.

She was obviously thrilled, as well. Then, once their picture was taken, she immediately turned to her team who were looking on from a distance and waved them over to take a group picture with Scott.

Seeing the speed at which they sprinted over and the expressions on the young ladies' faces as they posed with the music icon brought a big smile to my face.

Caitlin even had the photographers back up to be sure to capture the entire team in the frame.

Clark is among the highest-paid collegiate athletes in the era of NIL rights.

She's featured in national commercials and receives widespread acclaim wherever she goes.

And on what was truly her historic night, a personal milestone, she ensured that her teammates shared in the spotlight.

Her actions showed a profound sense of team spirit and appreciation.

The willingness to acknowledge and thank those who help you achieve goals can be the difference between fleeting and enduring success.

People who know they are appreciated tend to go the extra mile with you.

Who will you show appreciation to today?

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the challenges of maintaining a functioning restroom in an extremely high traffic situation.

I told him how impressed I was with folks like him who keep things working for folks who have no idea what it takes to keep stuff running smoothly.

I could tell he appreciated that compliment.

As he continued explaining various things to me, I couldn't help but reflect on something I've been suggesting to bankers for years: People aren't too busy to talk to you; they're just too busy to talk about you.

Give them the opportunity—or even better, ask them specifically—to tell you about themselves, what they do, what they care about, etc. and you'll find yourself engaged in more informative and entertaining conversations than you can imagine.

The most reliable way to get someone interested in you is to first show interest in them.

Every person walking the earth has a story, and most of them get few opportunities to personally tell those stories to an interested audience.

When you become that audience, you set yourself apart in ways few things can.

One of the highest compliments you can pay another person is actively listening as they tell you about themselves and the things that are important to them.

As a big plus, the more personal stories you elicit from others, the more friends you make and more educated you become.

If you want to be noticed, show others you notice them. There are thousands of great stories waiting to be heard.

**"It's our choices who show who we really are, far more than our abilities."  
» J.K. Rowling**

*Dave Martin, author of The In-Store Advantage, has become one of the most prolific writers in the banking industry. His keynote presentations, seminars, and podcasts have an authenticity and humor that brings teams of all sizes and seniority levels together.*

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