



The Travel Agency Training Series

Lesson 2: Reciprocity: A Rule Worth Studying

With Mike Marchev

Today's message brings me back to a time when I was 10 years old. If you asked me, or a great number of grown men how they managed to meet their first girlfriend, they would all share a similar story.

A young boy is introduced to his first girlfriend in the 5th grade at the age of ten. The reason I know this is because that's the age we realize that women exist. Until that point it was all about basketball, football and baseball. (I'm generalizing.)

In all probability here's how your first girlfriend entered the picture. You were minding your own business at lunch when a friend (let's call him Jimmy) approaches to give you the latest news. He might say something like, "Hey Mike. I've got something to tell you." You say, "What's that, Jimbo?" He replies with a sheepish grin, "Susie likes you."

In my case I then replied with, "Well, if Susie likes me, I like Susie." Then, I looked around the room, paused for what seemed like an eternity before asking Jim, "Which one is she?"

There you have it. One of life's more significant lessons. **If you like me, I like you.**

Even though I don't know anything about you this mutual admiration takes place. If you like me, I like you. This same phenomenon holds true whether you happen to be 65 years old or as young as ten. The contrary also can come into play. If you **don't** like me, I **don't** like you.

Keep this in mind when the topic swings around to "likeability." This is as true as rain, and happens to be an extremely valuable reminder.

A second point I would like to leave you with today is that when people meet you for the first time, there are three questions they will be asking themselves ... and they all concern you and your future relationship. They will not physically ask you these questions, but they will be thinking of them.

They're going to look at you and silently ask themselves,

1. "Can I trust this person?" That's the first question that's going to cross their mind, "Can I trust this person?"
2. The second question is, "Does this person know what he/she is talking about?"
3. The third question they will ask themselves is "Do they care about me?"

If you give some thought to these three questions you can furnish the appropriate answers. 1. Can I trust this person? 2. Do they know what they're talking about? 3. Do they care about me?

We all know that trust takes time, but we also know that if someone doesn't look you in the eye it is a sign leading to mistrust. So at the very least, when you talk to people look them in the eye. Make it a point of doing this. Hold eye contact.

Do they know what they're talking about? Don't take a chance by guessing and being wrong. Don't think in front of strangers. If you know the answer, share the truth as you know it. If you don't know the answer, tell them you will find the answer and get back to them. If you are wrong just once, the relationship will be on a downward slide.

Do they care about me? Get out of you and into them. Ask them about their vacations, about their family, about their pets. Get out of your world and into their world, and they will soon feel that you care about them ... which you do, right? Here is a reminder that will serve you well To be **interesting** you first must become **interested**.

Three questions:

Can I trust you? Do you know what you're talking about? Do you care about me?

Spend a little time addressing these three questions and you will soon become the leader of the pack.

Mike Marchev is collaborating with AmaWaterways to help travel professionals become more effective and in a better position to succeed. Be sure to ask about Mike's Annual Training Cruise and how membership in his Inner Circle can improve your profitability.

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