

Four Words

by Ken Young C.C.P. Emeritus.

I don't remember the first time I heard these four words uttered, or the when I initially recognized the profound importance of them, but over time I have come to realize the enormous impact that these simple words hold. The four words are "Can You Help Me?"

These words can help set the stage for a mutually beneficial, closer business relationship. They imply a number of things right off the bat. The characteristics that are being communicated include:

> I want to work with you and you are important

> I believe that you have a lot of knowledge and insight and that you have the ability to help me

> I have trust and confidence in you and your judgment

I can't remember a time – ever – when a person said no to that initial inquiry. Routinely, people respond quickly in the affirmative, as they truly have a desire to help others.

A belief in someone is quite powerful to the individual being asked for help and it provides a strong element of feeling wanted. Who doesn't want to feel wanted? Of course this question must be asked in a sincere way. This question builds trust and shows the respect you have for the other person as well as their knowledge.

These words can also form the basis for a reciprocal working relationship. It is entirely possible that the person you asked for help will ask you the same question on another matter in the future, and you would be in a position to return the favour. Building strong relationships are beneficial for making informed decisions. Sage advice is always a wise thing. It may ultimately expand your sphere of influence.

These four compelling words are effective and they absolutely do make a difference.

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Ken has been a credit management professional for over twenty-five years and has global experience in a broad range of industries including the food (aquaculture and beverage), chemical, manufacturing and transportation sectors. Most recently he was the Credit & Collection Manager at Pepsi Bottling Group in Canada.

Ken has delivered a successful series of keynote addresses on credit in Kingston and Montego Bay Jamaica. He was also a part of a small team that designed and implemented enhanced strategies for the collections department of a large firm in Indonesia. He has served on numerous boards, including the Credit Institute of Canada, the National Credit

& Financial Executives' Forum, the Raw Material Credit Group and the International Center for Professional Collectors.

He has been awarded the highly esteemed CCP Emeritus award from the Credit Institute of Canada for distinguished and meritorious service for the advancement of credit education and the credit profession.

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