

How to build successful business relationships with Colette Cooper

Intro 00:00

Welcome to the superstar communicator podcast. Our aim is to ensure you speak and communicate with confidence, clarity, credibility, and impact so that you present the best version of yourself in all business conversations. Welcome to our host, Susan Heaton-Wright.

Susan Heaton-Wright 00:19

Hello, everybody, this is Susan Heaton-Wright, from superstar communicator. The company empowers everybody to make an impact in all business conversations. Everything from meetings through to public speaking to having difficult conversations, to customer service and customer care. Hence the fact we have the most incredible woman here on the other end of the internet, Colette Cooper. Now she is the Client Services Director at Cariat Marketing, an award winning Hertfordshire digital marketing agency with a passion for helping SMEs compete with the online giants. Colette is most often the first person people see for help with their marketing. With over 20 years of sales and marketing experience. Colette is a hybrid professional, who is good at sales, marketing and leadership, and I would say she's also a superstar communicator. So welcome, Colette.

Colette Cooper 01:30

Thank you. Thank you for having me.

Susan Heaton-Wright 01:33

And I would also say, I was gonna mention this beforehand that Cariat is not only a multi award winning company, in 2023, they were named in the top 50, SME businesses in the United Kingdom. That is something incredible.

Colette Cooper 01:54

We were over the moon, and when we had the notification, we couldn't keep obviously communicate that across to anyone until the official news went out. And part of us were "it wouldn't it be good to get 99", and we could do a big marketing campaign about 99, balloons and all that sort of thing. And then the more we thought about it, the more we thought actually no, let's try and get as good as we can do, which we did. We were number 44. Absolutely incredible. We're over the moon, I'm so proud of the team.

Susan Heaton-Wright 02:21

Absolutely. But you should be proud of yourself as well, because as you said, in your BYOC, you're often the first person that people deal with. And so there must be something that you are doing right, both for them to feel that they can talk to you about digital solutions, but also maintaining a business

relationship with them. So I've got some questions related to that, because it's all down to communication, ding dong. So what made you come into this area of business?

Colette Cooper 03:01

Like most people, my age group, you know, it's very much accidental, we don't kind of, you know, come out of our career conversations with teachers and go "Yeah, I'd love to go into sales and marketing". But I was always advised by my parents and peers and my teachers, "if you get an office job, you'll have a job for life". Now, that's quite archaic advice, probably one that I wouldn't give now. But actually, what it did, what it gave me is the ability to actually go in and do lots of temping jobs to get experience up. I worked somewhere different every single week, really cut my teeth on, mainly customer services worked in some horrible places. It's an awful jobs. But actually, that built up the resilience for me to enable what I do today, and advise people of how they can actually cope with difficult conversations. And also delight people, which is something that carry out is very good at doing, but also navigating people in direction where they're happy to talk openly about their business and about their goals and objectives. So yeah, definitely that the horrible jobs like most people have experience have shaped the way that you know, you will communicate to other people.

Susan Heaton-Wright 04:09

Oh, brilliant, and it's quite clear that you naturally are a good communicator, or is this something that you have acquired?

Colette Cooper 04:19

I've acquired it. I don't think you can, I think if you're unless you're Gary Vee, and you're born with with a good communicating gift, I think it is something that's learned. Like most people, I've made some massive mistakes, I've said things that, you know, I can never take back. I've also had situations whereby I've said the wrong thing, or my mouth has run away with me. So I have had to learn, and quite recently as well to actually read a room. A lot of communication is down to personalities. It's also looking at adapting so I'll often say that I'm a communication chameleon. So I can walk into a room of people when I'm quite skilled at reading a room in terms of how I communicate with them. So we do profiling in terms of our ideal client base and the customers that we have. And if someone's very blue, for example, they're very data driven, analytical. So I know that I have to ramp up my technical skills, if they're kind of all jazz hands, and all very salesy, I know that I need to be that back, you know, and talk very much in layman's terms. So and we work with so many different clients that we have to have the ability, me and my team to talk to people at different levels. And that's the important thing in business is different levels of communication. So you're able to talk to a marketing assistant, or a sales assistant who is quite overwhelmed by, you know, the industry or their or their world, but you also need to talk to a highly stressed CEO who is looking to increase their revenue, and they're looking to you to do it and talk to them about them.

Susan Heaton-Wright 05:52

Do you know you've hit the nail on the head there. For those people who don't understand about reading the room, can you just explain that, just in case anybody isn't aware of that term?

Colette Cooper 06:04

So it's about picking up social cues with people. So for example, if I were to walk into a room full of people who, there's lots of men are not singling out, you know, anything in particular, arms folded, sitting back, not really engaging, or asking questions, you know, that you have to actually find something that will engage them. So, back in the day, quite often what I used to do before sat nav, I used to, I used to be a rep on the road. So I would ring them beforehand, 10 minutes before and say "I'd love for you to direct me and I'm just a bit a little bit lost, because I'm just around the corner, because you just you know, guide me in". They were like "Oh, hello, I'm glad you got here. Okay" and it was a real conversation opener. Now, you can't do that anymore, because you'll look stupid, because you'll still think "why have you not got a sat nav", or you know, "why don't you plan your route", but that is still the same today as it was back then there's always has to be a common denominator, and what I do is make sure that I can research quite often in the car before I go into the building, because last minute is sometimes okay, and just pick out you know, a LinkedIn thing, maybe they're into fitness, something personal to draw something out to them. And it's quite often talking about the office, the last meeting I have with somebody, they had an amazing like board that was you could write on. And I complimented on them "when did you get it installed? Why have you got it?" And it was a conversation that wasn't around the subject that I was there to present? So it's things like that.

Susan Heaton-Wright 07:34

I love the idea of that. And I have I've got it here actually a game that I play with people. I don't know if people can see it, probably not. It's a small talk bingo. And often, if I'm doing a workshop or or a talk, I will get them to do that. And they will ask questions like "How long have you worked here?" or "have you seen any good films or TV?" totally unrelated, but it's breaking the ice and you are building that business relationship, you're moving towards things that you've got in common and that trust element.

Colette Cooper 08:13

But even on, you know, tips on how to read a room online, because we have to navigate both methods. I've got my my, background blurred out, before we came on this call, I won't do that I might have a teenager or two milling around the back, and that's fine. But I had a video call yesterday, and I could see some birthday balloons in the background. The minute I you know, the minute I came on, even though it's blurred, I could I could just see the balloons, and it turns out, he just had a baby. And that was a really lovely conversation, I opened it because then we shared our commonality about being a parent. And it really softened the beginning of the call, and if we hadn't had that conversation, or if I hadn't recognised that in the background, it would have gone straight into business talk. Maybe he wouldn't have been relaxed enough to talk about certain stuff. And then I kept bringing the conversation, "but you'll find this out soon enough", and "I think something has happened behind me" and you know, related back to it. To keep it personal, you know, people have to remember that, yes, you're in a business environment. But actually, we're all humans, and we all like small talk, some more than others, but generally small talk is a really important part of business.

Susan Heaton-Wright 09:21

Now, you talked about speaking to different levels, the CEO who might be stressed, might have a time limit. Would that work in the same way for somebody who is very time poor?

Colette Cooper 09:34

Yes. So sometimes, again, reading the room or reading the situation, some people will send out an agenda before a meeting and you know if it's an out an agenda, "okay, right, I need to be to the point I need to do my research, I need to make sure we're on millisecond on point". Other times, they may say, "well, actually, I've only got 30 minutes to meet with you. So you know that you need to be really focused on what you're talking about. And if we're talking to a CEO needs to be? What are your KPIs? What are your marketing objectives? How do you make your money? How can we help you make more money? Yeah, how many staff do you have to help you with the project?" Whereas if it's somebody on a lower level, who has got particularly more time, you can relax a little bit more, make that small talk, and maybe talk around other areas of the business, you know, recruitment perhaps, or any team cohesion, they need help with or, or social media activity they need to be on because those kinds of things will all bring it all in. Whereas the higher the level, the more important you are to talk about the more important things about running a business rather than marketing. But more importantly, how marketing can help that business?

Susan Heaton-Wright 10:39

Yeah, I can, I can see that. But why is business development, we've talked about when you meet people for the first time, or perhaps it's in the early stages of you prospecting, why is business development and client services so important?

Colette Cooper 10:59

It's important for a number of reasons. For a growing business, you need to ensure that they both feed into one another. Now, one of the tests are questions that we ask our team on a regular well, not so much on a regular basis, but every now and then we throw it in, and we ask them "who in the company is responsible for growing the business?" And sometimes we'll get "Colette, you know, or Justin, the people who talk to clients on a daily basis, or will the client services team because they're there to do upsells." It's not that is the incorrect answer. The people responsible for growing the business are every single person in that company, because they all have a touch point with the client at some stage, whether that be an email, an interaction, a phone call and meeting. So where business development and customer services can feed into it, if you have a particularly bad experience with customer services, which happens you know, with all the best people in the world, you can be the best person in communicating and customer services. But if the personalities don't match, or you read the room wrong, or you just it just goes a bit wrong from the off, it can be very damaging, because if you hit the wrong company, they will talk and then your brand reputation kind of nosedives. And then that affects new business, because people are, especially in marketing, because depending on what level of business you do, there, it's not just about talking to people on the golf course anymore and saying, "No, don't touch that company, they're awful." You've got Google reviews, you've got Facebook, you've got Twitter, you've got Instagram, you've got calling people out online, on a public platform. You've got all those kinds of things you have to contend with. So if customer services isn't good, and it's not addressed, and in any negativity isn't addressed straightaway, it can massively impact you and your new business development because it means that your reputation is damaged, and that is so hard to get back up again. So I would go so far as to say the customer services is the best thing you can do for your business, because it will just take care of everything else.

Susan Heaton-Wright 12:59

And with the people in your team, you've obviously got an absolutely incredible team, are you training them? Are you providing support and role models so that they can develop this side of their skill set?

Colette Cooper 13:15

Yeah, so we operate a hybrid, working behind what we do. For one, we can't physically fit everybody back in the office. Which is great, because we've grown. For two, everyone wants to, some people are just happy to be at home. But three, you know, we want to encourage people to enjoy what they do, and if they're better working from home, that's great. If they want to be in person, that's great as well. However, with certain roles in the company that are more client facing, we will require people to come in, not so much about you know, just coming in to see what they're doing, but actually hear about conversations that are going on. So for example, I couldn't do what we're doing today, in the office, because we're in a very creative environment, there's conversations going on, there's other meetings going on, I'd have to hide myself away in a meeting room and hope no one came in. However, if I was to have a day full of meetings, both online and in person, if I have my team of Client Services, account managers there, they can hear me on the phone, they can hear me have conversation, they'll be like "Oh, that that hasn't come up before they can ask me questions". Sometimes I'll get so we have the junior members of the team are quite often invite them into meetings, not because I want them to give any input although they do that's fantastic. But just to sit there and take notes and just sit there and observe and take notes on what kind of conversations happen. So they'll then hear the small talk, they'll hear the business speak. They'll also hear it turned quite quickly from being really friendly to "well actually you haven't done this" and how to handle it. And then one can't learn on an online training that you can't learn that thing. And what we found during lockdown it was very difficult to train people in effective communication online because unless they're invited to meeting, they weren't privy to just eavesdropping on a conversation. And there's such value in that in the office environment.

Susan Heaton-Wright 15:07

Isn't it interesting because there are so many people who are reluctant to go back into the office. And yet, this is one of the crucial things for professional development, what we pick up from our colleagues and perhaps those who are slightly more experienced.

Colette Cooper 15:25

Absolutely, and also people who are not experienced, and we've all been there, we've all had to make that call in front of a manager or a team of people. And you're bracing yourself, taking a deep breath, "what if get it wrong, what if I stumble my words". And as much as I don't want people to feel like that. Okay, because sometimes I just have to do it, and they have to kind of grit their teeth and move on with it. And it isn't that I'm gonna jump on them and say "That was wrong, that was awful", or call them out in front of people. Yeah, I'll smile. "Well done. That was a really good call. That sounds like it was a good one". But perhaps on a one to one or, you know, a team meeting later on. I'll refer to it and say "so how did you think that that went", you know, and we'll, I'll coach them through it. And nine times out of ten, they know it's gone badly. We, we all know, we've messed up on a conversation. So no one ever needs telling, we just need to have them coached into "Okay, well, maybe this time, you can do it better in this way". And move on from there. So we're very lucky that we carry out we recruit 100% on our Client Services side for personality, because that is so yeah. And then obviously, experience is a benefit,

depending on what level we're recruiting for. But anything else can be trained, you know, if you're, if you're bringing in somebody who is client facing, and they're not comfortable with talking to people on a daily basis, then they need to question which kind of career path they want to take. Yes, you can train them how to communicate effectively, of course you can do, but if communication isn't their superpower, then it's not going to make anybody happy. So we do need to be careful, and we can normally pick that up quite quickly. But actually normally sorts itself out when you when you apply for a role in client services or customer services, you kind of know, you need to talk to people. So yeah, that alone kicks people away.

Susan Heaton-Wright 17:14

Now we talked about a little bit really about going to a prospector or new client, how do you maintain a business relationship? Because certainly in the last couple of years, so a couple of supplies I've had, won't mention any names that I have dropped because I felt that it all went quiet, and it was difficult to contact them.

Colette Cooper 17:38

Well there's two routes to that. So we work with hundreds of different clients and all different industries. And again, you bring into personalities into that they all adapt in different ways. So what I often find, and this, this has been down to experience, you have to meet people where they are. So initially, you know, you have to come up with suggestions. So for example, if you were to come on as a client, "I'd say to you, right, your account manager would like to meet with you for half an hour, once a week, we'd like to come in and see you once a month and go through everything. And we'd like you to meet the team behind your account every six to eight weeks, so we can keep things ticking along". And you might be "yes Colette. That's brilliant. I love that", but actually, you've said that, in theory, but in practice, you're busy, you've got other things to do, the times aren't convenient. And that wavers off. And as an account manager and as someone who you know who needs to be on top of customer services, again, it's about reading that room. And quite often I'll say the client goes quiet, I worry. Yes, we can roll our eyes, sometimes when people constantly contacting us. Yes, it's time, restrictive, if we've got a lot of work to do on this uncertain amount of clients. But if they're talking to us, and they're engaged, they're interested, and that's important. And the same goes for the other side of it, we need to be interested in their business. You know, it's not just about being reactive to collect, "Can you help me with this?" It's about picking up the phone and going, "oh, you know what, Susan, I saw this really good article in Jones row magazine about the effect communication can have on the mate or the makeup you work and haven't the way you communicate. They were talking about how you know you're scared to smile if you haven't got lipstick on because it makes your teeth look more yellow. Can you comment? What do you reckon? Could there be a blog post in that and you go?" Well, that's a good idea. I can write a blog post, go into a blog or outreach and actually push that piece of content on to another publication. And by me doing that and actually just recognising the fact that that is an opportunity for you. You're like, "Oh, that's good, isn't she?" You know, and that's kind of communicating, and you do feel loved. Now when you start when the relationship starts to turn into a reactive relationship. So we encourage our team to be proactive, always proactive. If it's just responding to emails and just ticking boxes and coordinating things, you're not on account. manager, you're an account coordinator. And the account manager is not managing the account, it's actually managing the relationships and the personalities. And quite often, you know, the clients we work with. They are, we are an extension of

their marketing team, or we are their marketing. Yeah, you we are, you know, and I'll often say to people treat us as a marketing department next door. They're populating every now and again, "can you help us sort of this, we've got this challenge, can you help?" And the other beauty of it, we've got hundreds of clients across over all different industries, and we can't help you, we pretty much know someone who can do. So it's about recognising the opportunities within the client base that we have. But also sporting opportunities for the clients that you work with, and back to your point to make them a respond on an email, pick up the phone, respond on social media, like this stuff, share it common to really be on their side. Give them a you know, a social high five on stuff, know their can kids names, you know, things like that, because that's old fashioned customer services that people often forget.

Susan Heaton-Wright 21:01

I'm so pleased that you've highlighted that. I've just a specific question, because occasionally, well, last year I took out to market, it wasn't something within your sphere, otherwise I would have obviously contacted you, but there was a specific piece of work that I had a pot of money for. And it was really, really interesting, because I needed three quotes. And the first one picked up the phone straight away, and we had a long conversation. They wrote a proposal for me, we had a chat about it. The second one, I met with them, they did a proposal, which didn't have anything that we've discussed, sort of cut and paste job. Didn't hear from them again, but they put me on their newsletter list. And then the third one didn't hear a thing. Yeah, you know where I'm going on this? Yes, absolutely. The first one, I selected them, it was a no brainer. I felt I was loved that valued that I would be spending money with them. What are your comments about that?

Colette Cooper 22:16

And again, in fact that's meeting people where they are. So I'll often say "if we have an inquiry coming through", if it comes through on the phone, and you're not available, or a colleague of mine isn't available. We don't email them and say "I'm sorry, I've missed your call, how can I help?" we ring them because they rang us at that time, they were looking for help. And you can bet your bottom dollar that they put the phone down because we haven't answered and they're ringing through to somebody else. The other tactic is if they email, we will email back. And I don't want to get into a sales information exchange on email. I want to email them and ask "when are you free?" not "here's a link to my diary and you book in" although sometimes I will do that depending on who they are. I'll be like "when are you free morning or this afternoon", as early as possible, because they're thinking about it at that time. It won't happen with us, but there's a lot of business to consumer people, if they walk through the door, you know, make sure someone's available, don't have the phone ringing out into an answering machine, don't don't have chat boxes unattended or you know, if you do certainly have like an out of office thing on there. But you need to make sure that you're meeting people where they are. The other tactic is, and this is probably my biggest top secret that I will share. When people call in with a problem, it's normally nine times out of ten because they don't know what to do. They know they need to do marketing, but they're not sure how, when, where they start, they've got a bit of a budget allocation. They're on a bit of a fact finding mission, they're not quite sure what to do. So they're not after there, and then a strategy. And yeah, sometimes I'm in danger of kind of getting really excited, especially if I love what they do or love the brand, and I'm giving them all sorts of ideas. But it's about just being listened to, and telling their story. So we get a lot of business owners and founders calling up to work with us. And I'll listen, I'll ask some questions. It won't be "So what are your plans? What are your

budget?" Although all those are questions that are important. Tell me about your business: how did you start? What did you do? How have you grown? Who was your target market? Which is an important question, but what makes you really happy about what you do about your business? What's your biggest pain point in marketing? Are your sales team engaged? Are you growing as quickly as what you'd like to? And I extract so much information out of them so much that from they put the phone down to me, they don't want to call another person. So they'll have a list of marketing companies to call, they'll go on Google and they'll Google digital marketing companies have to we'll come up top because we do what we do. But I don't want them to put the phone down and go home or they were useless. I want them to put the phone down and go, right? Let me bring this up of two people, because I need to get three quotes. But by the time they've got to them, and it may be that that company may have not, may be asking the same questions with us. But they're too exhausted, they've told me everything, you know, I know everything. So back to your point about the proposal, you know, I'm going to be writing a proposal, I'm writing the bits and pieces that we put on there. Yeah, bracket comment, you know, as we've discussed, because this is this, we will do this, and it will show they're being listened to. So we have processes we have, we have CRMs, we have productivity tools, we have all of that. But we also have humans, and they need to be used well within those systems to actually bring people on board and work with them to humanise communication, because we're in danger of A.I. And everyone's talking about ChatGPT. Oh, absolutely. Yes that's another conversation, we need to discuss that. Yeah, we do. And the danger is, is that we're just dehumanising everything. And it's not gonna work. It's not.

Susan Heaton-Wright 26:05

That's so interesting. Now, I know that a number of people that listen to the podcast, are founders like me, either they are self employed, maybe they're a speaker, maybe they are a consultant. That is really, really good piece of advice. Because, like you, I get inquiries via my email and my instinct is to pick up the phone. If there is a number there, and sometimes they get thrown by that, that immediate conversation, but something that you've said, that is really useful. I've normally say do you want to book a time on my, my calendar? I will say what time you're free now. So thank you for that.

Colette Cooper 26:50

Yeah, it's just like, say it's process over people. Conversations come up quite a lot, actually, this week about, you know, how we choose process over people. Yes, these tools are all here to assist us, and they're all here to make us great. But yet none of us have got time to do anything, because we're managing these processes. And actually, sometimes the beauty of just, but I mean, will you say that you someone emails you and then you pick up the phone that can throw them? Again, it's about meeting people where they are. If they're emailing you email them back and then organise a time to call them because I've had, I've emailed people before, and they rang me straight back, and I'm on the next bit. I've emailed them to respond to me, they rang me they've interrupt me, I haven't really got time to talk to them. Sometimes I do, and sometimes I'm in that zone, and that's okay. But it's quite a risky tactic to actually get them the course right back. I'm an ambivert. But I do express more introversion qualities, which may surprise a lot of people, but I do. So after this call, I'll be going into a dark room. However, for someone like me, you know, the phone ringing can panic me sometimes. I don't want to answer it, you know, and I'll let it go to voicemail. And I'll get back to them in my own time.

Susan Heaton-Wright 28:03

Yeah, pick us if somebody's got a number on their email, for me, that is you confirm me up. But that's interesting to see another viewpoint on that.

Colette Cooper 28:16

Like I say, I will never not answered the phone, you know, especially it's what I do. I'm in the business of communication, I need to talk to people, I'm going to answer the phone. However, if I'm ringing around asking for quotes for people or talking to suppliers, and I've emailed them and said "Could you give me a call back tomorrow", and they give me a call back literally minutes later, because they've got sales targets to hit, or a quota to hit. They haven't listened to me. They haven't listened to me, and I don't like it, and it sets you off on a bad foot. So there's all little things like that, but I think sometimes you can't try it, and it's all down to experience.

Susan Heaton-Wright 28:47

This is so useful. And I know that the time is running out, but I know that you have got three top tips to share with the audience. I remember them.

Colette Cooper 29:00

You know, what, when I responded to you, so if you give me a heads up of what they were, because I'm 1000s of them running through my head.

Susan Heaton-Wright 29:09

Be interested.

Colette Cooper 29:12

Yeah, so again I've alluded to this a bit, be interested in them, talk to them, ask them leading questions. Don't just talk to them about their business requirements, talk to them about their team, how they want to grow their team. Be interested in how their company has grown. A lot of the founders and business owners, they started the company for a reason. You know, remind them of that, remind them that you're there to help, be interested. Even at networking event, don't just sit down there and say what do you do and hand over a business card? How did you get here today? You know, how was traffic? Is your food okay? You know, that's a really lovely tie you've got on I mean. Things like that. Be interested in them, compliment them, and then the conversation will fly.

Susan Heaton-Wright 29:56

Brilliant. And then the second one is listen, ask leading questions.

Colette Cooper 30:00

So that feeds into it, you know, again, this is a tactic. Sometimes you can ask a question for a delay tactic, because you're frantically trying to look around and go "Oh, they've mentioned that I need to look at that". So you say to season, tell me about that board in the background, that looks really, really interesting what on earth on there. And I'm listening, but I'm taking notes at the same time. She likes productivity hacks, she works with post, it's like to work on paper, likes to write things down, note to self don't email too much, because she likes to be creative. So it's things like that, so asking leading questions like that, on things that you wouldn't particularly notice can really, really help. So you have to

really listen to what people are saying to you, because it will catch you out. We've all been in these meetings where someone's gone "So what do you think, Susan?" and you've been so busy answering emails over in the corner, you think "oh!", and it kind of jolts you back into the room, and you'll always get caught out, you'll always get caught out. So listen and pay attention.

Susan Heaton-Wright 30:55

Do what you said you would do.

Colette Cooper 30:58

Yes, massive bugbear for me. You know, you run through action points at the end of a call or you meet someone and say "Yeah, I'll give you a call tomorrow" or "yeah, I'll throw those things over to you on email". And then you don't do it. You know, and not only do you lose momentum, but you lose trust in that because they're expecting it, I'm not saying people are sitting there looking at their emails expecting it to come through, they've got far more interesting things to do. But if you said you're gonna get a quote over within a couple of days, do it. And be realistic, if they're saying to you "oh, I need that done by the end of, say Friday." "Well, actually, that's going to be a real struggle for me, because we've only had this conversation today. Would you be okay, if I push that back Tuesday morning? Is that going to be a problem? Or do I need to recall few things around" And negotiate, but ultimately do what you said you would do. Because if you don't do that, then you lose trust straightaway.

Susan Heaton-Wright 31:44

And then the last one was being authentic in the corporate world is a must.

Colette Cooper 31:51

Absolutely, you have to be human. We've all got on you've got that the bingo. And you know, some people refer to it in another way. But it's but it's corporate bingo, you know, you don't you don't want to be talking to people about objectives and KPIs and revenues and all these things, you want to be saying "How long have you been in the job? Do you enjoy it? You know, what's the best bit about your job? Are you hybrid? Are you do you enjoy working from home? How often do you come into the office? Oh, boy, I can hear a dog in the background". You know, just really kind of, you know what he's and some people don't like that, and that that's quite risky. You know, we have we haven't spoken about neurodiversity, but if you bring that in, you really have to be careful what you say to some people. But actually, it's worked right for me 90% of the time, normally, if I start talking about a dog, or a child or something, something like that, it normally softens people.

Susan Heaton-Wright 32:44

And you also said, keep learning.

Colette Cooper 32:46

Absolutely keep learning every single day, learn about people, you know, have a little LinkedIn stalk before you get onto the onto a call with somebody. Look at their career history, even have a look at their profile picture, are they with someone? do have a dog with them? Are they on a long walk? Look at their website. And that's just the people learning but also the technical learning around stuff. If you're going to be talking to people about something as meaty as their marketing, I mean, marketing is vast.

And the world of marketing 20, 30 years ago that I entered isn't the world that I'm in now. And I wouldn't be in the position that I'm in now, if I didn't learn how to do digital marketing. So but carry out we have, we're always on learning, we have certifications, we have to pass through Google partner. If we don't pass certain certifications, we get kicked out of that partnership that hasn't happened yet. We won't allow that to happen. We need to make sure that we're on top of other social media trends. There is someone some probably 13 or 14 that's building a social media platform at this very moment that I will have to learn to market in the future. So we need to be considerate of that. So even if we think he's not going anywhere, we still need to learn it. You know, I was doing some some research on WeAre8, the new social media platform that's very much in its infancy at the moment, but it's coming up in conversations and we need to be knowledgeable about that, and you don't want to be sitting.

Susan Heaton-Wright 34:04

Yeah. Ah, so we thought this has been incredible. And listeners, I know that you will love this and how can people contact you Colette?

Colette Cooper 34:18

Well, I live on LinkedIn, it's my favourite platform because it's been consistent over the years. Hasn't changed too much, you know what you're going to do on there. You can post some bits and pieces out there and people can get all the business information they need from you. So the first port of call connect with me on LinkedIn, I will connect with anybody you know, don't email me straight away with a sales thing because then you'll just unconnect straight away. But reach out. Let me know who you are, how I can help you. I love a one to one more than happy to jump on a call. I do have in my email on my on the website www.cariadmarketing.com I've got a link to book some time with me. Feel free to do it, you know, pretty busy but there will be a gap. And you can follow me on all the normal social media channels, but LinkedIn is where I live. So definitely come over and say hello and comment on the podcast from on this live and you know, see what you think.

Susan Heaton-Wright 35:12

Brilliant and also if for any reason there is a company that is interested in working with Cariad, would it be the same process?

Colette Cooper 35:21

Yes, reach out to myself on LinkedIn. We do have social media channels that are managed by our team. So if you contact them on any channel, you know, Instagram and Twitter Facebook will always respond. But ultimately land on our website, click on the Contact Us or the email, and we'll get back to you straightaway. Test us! Ring us a bell ring you back.

Susan Heaton-Wright 35:44

Brilliant. Thank you so much Colette, this has been amazing. The information that you have shared the knowledge, your expertise is gold dust and I'm absolutely certain that listeners will have got so much from this conversation.

Colette Cooper 36:01

Thank you, I hope so.

Susan Heaton-Wright 36:03

Thank you very much. Until next time, this is Susan from superstar communicator.

Intro 36:10

Thank you very much for listening to the superstar communicator podcast. Don't forget to subscribe and feel free to contact us at www.superstarcommunicator.com