

Get access to your business credit file - Free 14 day trial!

See what information other companies use to evaluate your business.

Begin here >



Search >

Sign In | | Free Newsletters

Thriving in Tough Times | Reduce Health Care Costs | Trade Magazines | D&B Credit Reports

Home | Topics | **Bloggers** | Franchises | Videos | Podcasts | Library | Ask the Experts | Shop Legal Forms | Find Vendors

Business Intelligence | Small Business Blog | Finance | Operations | Sales | Technology | > See All

Related Topics

Restaurants & Food Service | Restaurants | Food & Beverage | Travel, Hospitality & Tourism | Small Business | American Football | Company Structures & Ownership | Sales Training | Employee Training | United States

Chief Growth Officer

## Small Business Hero: Don Shula

Monday, June 8 2009



Contact | Email | RSS | Archives



Peter Horan

Become a Blogger



Business Credit Solutions

- Get a Credit Report
- Get a D&B D-U-N-S Number
- Monitor My Business Credit - FREE TRIAL!

Business Credit Advice

- Business Credit Basics
- Build My Business Credit
- Extend Credit to Customers
- Use My Credit to Get Loans

You might be asking, Don Shula? Isn't he a football coach? Is he going to give me a pep talk?

Don Shula is one of the most successful football coaches in history. He's still the only one to go undefeated from the opening kickoff of the season through final gun of the Super Bowl. During his years with the Miami Dolphins they were consistently successful. But it's an experience from his post-football career that's causing me to mention him to you.

Over the past few years, Shula's steak houses have been popping up across America. I'd always assumed that it was just another licensing deal. After all, I'd never seen Michael Jordan in the steak house that bears his name in Grand Central Terminal in New York.

But then a couple of years ago, my wife and I were sitting in a Shula's steak house in a large airport and in walks the man himself. Then he sits down next to us. After a few minutes we say hello. He says hello and we start to chat. What was interesting and instructive was that he wanted to talk about our meal and our experience that day in the steak house that carried his name. It was more than just a polite "Everything OK?". He grilled us in a friendly away about food and service. He showed a real interest in whether we'd had a good experience and seemed to be genuinely trying to learn what they could do better.

The same attention to detail fueled his success as a coach.

When I train sales people, I often say that "If the client doesn't talk twice as much as you do, I will kick you under the table". I am not a sadistic boss who enjoys hurting team members. But too many people in business, and too many sales people for sure, talk to much and listen too little. They "spray and pray" spewing facts and claims at the customer and hoping that something resonates. Too often, we assume that we know what the customer needs and what's best for them.

### Five Most Recent Posts

- How Having Too Many Good Ideas Can Kill A Business
- A Tale of Two Showers: The Importance of Keeping Perspective

**verizon**wireless

**America's Largest Push to Talk Coverage Area.**  
Yours at the push of a button.

Add **Push to Talk** for only **\$5** a month to any Nationwide voice plan and get a **PTT capable phone FREE\*\***

[> Learn More](#)

\* \*\*DETAILS



Get FREE access to your business credit file!

See what information other companies use to evaluate your business.

Free 14 day trial!



Great businesses make it a priority to be close to their customers. Genuinely close.

Make it part of your daily routine to personally talk to several customers. Ask them about their experience with your business. Really listen to their answers. While it's great to hear praise, the ideas that will build your business often come from their criticisms and complaints.

[Previous Post](#) | [Blog Home](#)

[Compare Restaurant and Food Franchises](#)

In addition, make sure to read these articles:

- [Exploring the Franchise Sector](#)
- [When Taking Staff Inventory, Leave Your Heart at the Door](#)
- [Use Your Creative Team to Build Business](#)
- [What, a Cake Charge?](#)
- [The Bad, the Good, and the Ugy in Denver](#)
- [Caloric Intake, Sans Trans-Fats, Signs of the Times](#)

**Latest Comments in Small Business Hero: Don Shula posts**

No Comments Yet.

You must [sign-in](#) or [sign-up](#) to comment on this post.

**Browse All Blog Categories**

- [Business Intelligence](#)
- [The Small Business Blog](#)
- [Business Planning](#)
- [E-Commerce & Internet](#)
- [Finance & Accounting](#)
- [Human Resources & Employment](#)
- [Home-Based Business](#)
- [Management & Leadership](#)
- [Marketing & Advertising](#)
- [Operations](#)
- [Sales](#)
- [Technology](#)
- [Women in Business](#)

**Related Resources**

**Related Posts**



**Exploring the Franchise Sector**

Franchises offer an opportunity for those who want to venture into an exciting, ever changing industry. The sector attracts those with a nest egg, a ... [Read More](#)



**When Taking Staff Inventory, Leave Your Heart at the Door**

Before you Spring ahead this weekend, why not take a staff inventory to make sure your team is made up of professionals who know how ... [Read More](#)



**Use Your Creative Team to Build Business**

Your waiters are part of your creative team. Use them not only as a focus group to gather demographic and customer information, but as a ... [Read More](#)

## Podcasts

### Franchise Investments: How to Analyze Them – Part 1

AllBusiness.com's Chris Bjorklund interviews Nick Bibby, franchise consultant with the Bibby Group, and Bruce Schaeffer, president of Franchise Valuations.

### How to Finance a Franchise

Do you need to borrow money to buy a franchise? Tom Burke, head of Wells Fargo's SBA Lending Program, discusses how to secure financing.

### Year-End Tax Advice for Small Businesses

Are you missing out on tax deductions? What should you do if you can't pay your taxes this year? Craig Malmgren, a director and CPA ...

## Forms and Agreements

[Business Plan: '50s Style Restaurant...](#)

[Sample Executive Summary for Business Plan](#)

[Business Plan: Accounting Consulting Company...](#)

[Business Plan - Home Decor](#)

[All Forms](#)

## Franchise Profiles

### Desert Moon Fresh Mexican Grille

Fast-casual Fresh-Mex/Southwest restaurant ...

### Quaker Steak & Lube

Casual dining restaurant serving chicken wings, burgers, and steak ...

### Nature's Table Cafe

Cafe featuring healthy smoothies, sandwiches, and salads ...

## Premium Content

**Franchising: fortune or folly? Seventeen years after Art Rutenberg pioneered the concept, home building franchises might explode into popularity.(Manage) \$**

Why now? What has changed to make Art Rutenberg's curious eccentricity--franchising local home building businesses like fast-food restaurants--attract sudden interest across the country? Rutenberg began ...

**Restaurateurs fit more on their plate with help of loan program: funding helps adds seats to bistro, open cooking school and kitchen shop.(7(A) Loan Guaranty Program) \$**

Caprial and John's Kitchen is getting ready for a cooking class of 60 students who will peer into the saucepans of two of Portland's master ...

[Site Map](#) | [Contact Us](#) | [FAQs](#) | [About Us](#) | [RSS Directory](#) | [Sign Up for Free Newsletters](#) | [Disclosure Policy](#)

Copyright © 1999 - 2009 AllBusiness.com Inc. All rights Reserved.

No part of this content or the data or information included therein may be reproduced, republished or redistributed without the prior written consent of AllBusiness.com.

Use of this site is governed by our [Copyright and Intellectual Property Policy](#), [Terms of Use Agreement](#) and [Privacy Policy](#).

[Get In-Depth Company Information from Hoover's](#) | [Buy a D&B Credit Report](#) | [What is in Your Company's D&B Credit Report?](#) | [Article Archives](#)  
[Online Business Database](#) | [Online Business Information](#) | [Sales and Marketing Solutions](#) | [Business Mailing Lists](#) | [Company Profiles](#)

Information and opinions on AllBusiness.com solely represent the thoughts and opinions of the authors and are not endorsed by, or reflect the beliefs of, AllBusiness.com, its parent company D&B, and its affiliates.

