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Savannah Bananas' Spirit of Excellence: "You Wouldn't Believe" Moments

Last month's edition of **Monthly Musings** introduced you to the term "**You Wouldn't Believe**" Moments. Savannah Bananas' owner/founder, **Jesse Cole**, is famous for coining the term and highlighting above-and-beyond examples of excellence.

I want to share some of the moments I've experienced, and I ask you to share some of your "You Wouldn't Believe" moments by emailing me here.

Some of my most memorable moments include:

Nordstrom: We were attending a convention in San Francisco and were waiting to buy something from a sales associate at Nordstrom, the retailer known for its legendary service. The customer ahead of us, who lived in the Los Angeles area, was requesting help buying a dress for his wife's birthday.

He told the sales associate he would return home the next day with the gift, but it would be the day after her birthday. He felt that "the thought was what counted."

We grew tired of waiting as the sales associate had turned her back to us and was on the phone for several minutes. **Then, the magic revealed itself!** Finally, she turned back around with a smile and said to him, "I've been on the phone with our store near where you live. One of our associates located the identical dress you have here, and her shift ends in an hour. So, she is driving your gift – custom-wrapped, of course – and delivering it directly to your wife, who will receive it by 6:00 this evening! **Of course, there will be no charge for the delivery. Thank you for being a Nordstrom customer.**"

You wouldn't believe how much that reinforced our opinion of Nordstrom!



NORDSTROM



And here's another one:

Babe's Chicken in Arlington: I was dining alone early one evening, enjoying one of my favorite meals, Babe's chicken fried steak with mashed potatoes, creamed corn, soft green beans, and those excellent rolls.

On this occasion, **I witnessed a dramatic spill**. A server carrying a tray of food stumbled and dropped most of its food on the floor, but some fell onto the customers' table.

I felt terrible for him, and here is my **"You Wouldn't Believe" Moment**. You wouldn't believe how organized and how quickly the entire staff went into action. Six employees magically appeared within seconds and began cleaning the floor and table.

A manager approached the table, sincerely apologized, and announced he was replacing every meal and that the entire table's meals would be **free**.

You wouldn't believe how satisfactorily he resolved the issue. He implemented what I call my crisis strategy: **Determine how far you would go if pushed to the wall, and then go there immediately and gladly.**

It's the only way to guarantee enthusiastic customers and turn them into FANS!

McDonald's across from UT Arlington, on Abram Street: Every morning I take Doc the puppy – our Morkie (part Maltese and part Yorkie) with me to order a Coke for the lovely Rebecca and a Dr Pepper for me. The McDonald's staff love to see Doc because he is so happy and adorable as he sticks his head out the driver's window to greet them.

My order is always the same: 'I'd like a large Coke with light ice...' (I give a slight pause)... "and a large Dr Pepper with light ice.'

If our usual young lady takes our order and recognizes my voice, she will often finish and say: 'And a large Dr Pepper with light ice, right?'

She greets Doc, and that makes his day... **Sometimes, she even gives him a Pup Cup of whipped cream!**

You wouldn't believe how that small gesture makes me smile just because she and her team are so polite to our puppy!

Please email me at john@thefletch.org, your best "You wouldn't believe" stories!

Innovative Disruption: Change the Game Through Ownership

The **WNBA's (Women's National Basketball Association)** attendance and profile skyrocketed this year due to the excitement caused by **Caitlin Clark, the NCAA Women's Basketball Player of the Year**, joining the league for the Indiana Fever.

Caitlin's high profile resulted in teams moving to larger venues so fans could watch her basketball theatrics and breathtaking long-range three-pointers.

The result? **Caitlin Clark** was named Rookie of the Year, and her team advanced to the WNBA playoffs.

The sad news is that the top WNBA players earn around \$75,000/year, and very few have landed lucrative endorsements.

Now, enter the disruptor: **Fox Sports reports** the creation of the **Unrivaled Basketball League** founded by two league superstars: **Breanna Stewart of the New York Liberty** and **Napheesa Collier of the Minnesota Lynx**.

Their names are less important than their new league. Please consider these innovations they established:

- The league offers the **highest average salary** in women's professional sports league history
- There are **six teams, each composed of five players**
- The games are **three-on-three**
- **EVERY player will have equity** and a vested interest in the league's success

Fox News reports that the upstart's timing could not be better. The WNBA Players Association elected to opt out of its current contract with the league. The players will likely seek increased revenue sharing and other perks as they negotiate a new collective bargaining agreement with the league.

How are you changing the rules of your industry to stand out and benefit from previously unavailable opportunities?



Tiebreaker: Utah High School "Goes Bananas" With Playoff Coin Toss

One of the beauties of smaller high school football is the ingenuity that schools and leagues offer.

For example, I attended some six-man football games about 20 years ago. If you've never attended a six-man game, some of the more bizarre rules are:

- Fields are 80 yards long by 40 yards wide as opposed to traditional 11-man fields being 100 yards long by 53.3 yards wide
- The offensive team must advance 15 yards to earn a first down as opposed to 10 yards for 11-man football
- All players are eligible to receive a pass
- Extra points are reversed from 11-man football, so a play that crosses the goal line scores only one point, but a kicked extra point earns two points

What makes this Utah story so unique as Monticello opposed Rich High School in the Utah eight-man playoffs?

It's showmanship!

[Sports Illustrated](#) and [MSN.com](#) report that the team captain from each team stood near midfield as a [helicopter](#) hovered over the 50-yard line and dropped or "tossed" the game ball onto the turf. The two opposing captains lunged toward the bouncing ball, and one team – Rich High School – won the "toss" as its captain recovered the ball from the coin toss – er...helicopter toss!

What are YOU doing to change the status quo and bring excitement to your work or personal life?



Wisdom from the Savannah Bananas

Savannah Bananas' founder and owner, Jesse Cole, inspires me with one of his disciplines. In 2016, he began his "thank you" experiment, in which he wrote and mailed **at least one "thank you" card or letter per day**.

He says this fundamentally changed his life as he wrote notes to teachers, coaches, peers, co-workers, and fans.

In a 2023 speech, he encouraged his tech-savvy audience to take this discipline to the next level by recording a brief 20-30-second video and sending it as an electronic "letter" to someone.

He shared that the results were staggering. I'm starting this discipline TODAY and encourage you to do the same.

Soon, people will say, "You wouldn't believe" about YOU!

Doc,

While I write this letter you probably
will be in Memphis, but I am thinking
about visiting as I write this. You
might get a phone call from me in
your hotel room. Let me again thank