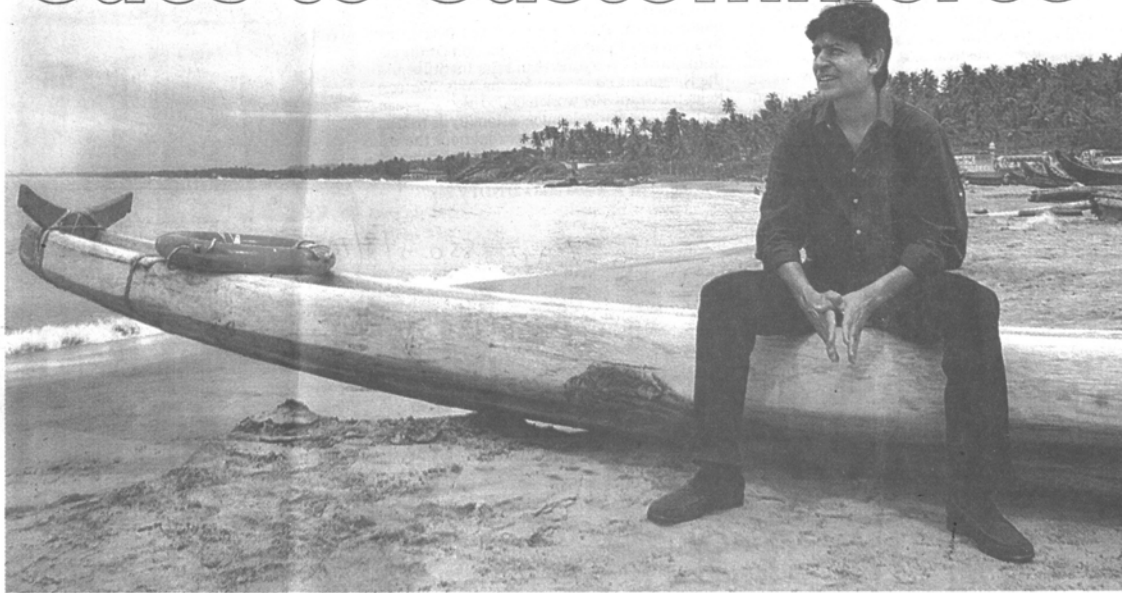


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Cues to Custommmerce



PIC. R.K.SREEJITH

Geet Sethi, who was a speaker at Custommmerce, posing for *Expresso* at Kovalam beach

THE clear sky, blue sea and serene waves formed the perfect backdrop as the legend walked on the beach. Sitting on a catamaran, he drank in the beauty of Kovalam. It appeared, he was planning a holiday.

Though in a hurry, billiards legend Geet Sethi, was more than happy for the interaction and the photo session on the beach.

The man was in the city as a speaker at Custommmerce, the event for enhancing customer interaction, organised at Hotel Leela Kempinski. Perhaps, it was not right on our part to ask how he fitted into the event. For, he is already an established name in the speaking circuit.

"I am getting more and more

speaking assignments. What I do, is gather what I've learnt over my sports career and share it with the audience," he said. Sethi added: "From what I've achieved so far, I have prepared a module of the right things I have done and the mistakes on my part. I then present it at the sessions."

On Friday's session at Custommmerce - Emulating the intensity of fire to forge strong bonds with customers - he focussed on concentration, obviously, making references to his sport. "Excellence is the key and you have to have that burning obsession for that," he said.

In his book 'Success vs Joy,' brought out a few years ago, he wrote:

"For a performer there is no competitor... Competition exists only in your mind." The reason why he is still out there playing his game, winning battles within to motivate himself."

The unassuming Sethi, who lost to Pankaj Advani last month in the finals of 42nd IBSF World Billiards Championship in Bangalore, said: "I am 47 now and have been playing for the past 33 years. I don't know how long I can play. I will play as long as my eyesight is okay. Till then I will go on and set good benchmarks."

He has another dream, which he shares with his close friend and badminton great Prakash Padukone - that of Indian sportspersons excel-

ling in the Olympic Games. "We have friends from the corporate world who will help us raise funds and distribute them to athletes who have a genuine chance of winning an Olympic medal." That is the mission of Olympic Gold Quest Sports Foundation which they have founded.

Sethi, who now lives in Ahmedabad with wife Kiran and children Raag and Jazz, is definitely a family man. Asked to pick the sweetest part of his life, he immediately said, "our son and daughter."

Before taking leave, he told what we had predicted at the outset, "I will come back here for a holiday."

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