

Customers Key Frustrations Equals Opportunity

Some refer to this as the "grand-daddy" of all great marketing ideas and it certainly is one that, when you understand it and implement what it means, will reap you significant rewards.

So, let's take a look at it.

To help you understand and work with the idea, consider dealing with a contractor. Well no, don't consider dealing with a contractor, consider dealing with contractors in general.

Think about it and then ask yourself, "What is one of the most frustrating things about dealing with them?"

There are usually two answers that come out in rapid succession. First, THEY'RE UNRELIABLE. And second, THEY DON'T CLEAN UP AFTER THEMSELVES.

Now imagine that you are a contractor. Imagine you knew about those key frustrations and that you wanted to build the most

Seeking key frustrations is a major key to developing a great business.

extraordinary contractors' business in the world.

Wouldn't you now make sure that when customers dealt with you, they would NEVER experience those key frustrations.

Follow the logic. People get upset dealing with contractors because they are unreliable. Therefore, if someone is out there who makes it his business

to be reliable, even to guarantee it, then that contractor is going to get a lot more business.

Not only that, that contractor is going to get work at a higher rate than his competitors. All of this simply because that contractor has locked onto a key frustration and made sure that his customers don't experience it when they deal with him.

So as you can see, exploring key frustrations creates a wonderful opportunity for your business. The question is, how do you find out what they are?

Surprise, surprise — you ask your customers! You can do that in what we call a Client (or Customer) Advisory Board.

Seeking key frustrations is a major key to developing a great business. We can help you discover (and address) your customer's key frustrations.

Keep Your Eyes On The Ball

Did you know...?

A change of just 5% in customer retention can produce a staggering 125% change in profits.

68% of customers leave because of perceived indifference.

Most businesses spend 6 times more to attract new customers than they do to keep the ones they've got..

Each unhappy customer tells at least 9 others about their bad experience.

Sobering stuff.

While you're in business to make a profit, managing a business only for profit is like playing tennis with your eye on the scoreboard.

The 4 purposes of your business are to:

- Create new customers
- Keep them coming back
- Turn them into advocates for you, and
- Have fun!

Don't aim to satisfy your customers. Aim to delight them!

Inside this issue...

The Killer Myths About Coaching	2
Playing to Win-Win-Win	2
OOPS! On An International Scale	3
Try To View Interactions From A Different Perspective	3
Are You Willing To Sleep By The Fire?	4
About Our Consulting Services	4

The Killer Myths About Coaching

MYTH 1: Nobody can really define coaching.

Coaching is a well-defined process, with start points and end points. What's different—and what throws some managers off—is that the heart of the process is a person's potential. So success isn't easy to quantify.

MYTH 2: Coaching is managing with a happy face.

Making sure someone achieves set performance levels is managing. Helping them handle problems for themselves is coaching.

MYTH 3: Coaching is just another name for mentoring.

A coach is more dispassionate than a mentor. If someone fails to live up to a commitment, a mentor might say, "You're disappointing me." Coaches say: "This is what you said you wanted, and you're not doing it."

MYTH 4: Being a coach means being a cheerleader.

A coach doesn't just praise an individual's efforts. A coach

helps people understand what they need to change in order to attain their professional goals.

MYTH 5: Coaching takes a lot of time.

Coaching relationships can last anywhere from 3 months to 2 years, depending on what the coachee is trying to accomplish. But during that period it should take at most 30–45 minutes a week. That's the time you spend checking on what someone has done since you last spoke and figuring out what steps they should take next.

MYTH 6: Coaching is a kind of psychotherapy.

Coaches, like all business people, need to have a grasp of psychology, such as what motivates people. But coaching focuses on what to do now, not on what went wrong in the dim past.

MYTH 7: One recipe can handle all coaching situations.

There is no "one size fits all" approach to coaching. Just as individuals and their goals are

different, so is what each person needs to learn to achieve them.

MYTH 8: Some people just can't be coached.

If an individual is truly unreceptive to your coaching, there may be other problems in your relationship or in your coaching style. Try the person with a different coach before writing him or her off as un-coachable.

MYTH 9: If you successfully coach people, they may leave.

While some employees who achieve new goals will leave, far more will feel greater loyalty to an organisation that is interested in their professional development.

MYTH 10: Coaching doesn't add to the bottom line.

Coaching can have a positive impact on performance, but it is not a short-term process. Coaching prospects should be people you think can be even greater assets to the organisation than they already are.



Playing To Win-Win-Win

Trying to garner customer loyalty without paying attention to team loyalty is like bungee jumping without the bungee. You'll kill yourself trying.

Today's experts identify an unyielding link between customer and employee loyalty. Leaders with a sense of responsibility and commitment to treating people well are far more likely to

attract and retain the best employees.

They also command the respect of their employees who will see it as their responsibility to fulfill the company's mission to deliver superior customer service.

This has immediate and long-term benefits. When the service is good, there is an immediate appreciation from the customer.

Additionally, it gives employees a sense of pride, ownership and purpose.

Making a commitment to your team and your customers is a win-win-win situation.

Customers are happy. Team members feel a sense of ownership and purpose. And your business will gain the trust of its customers and employees.

OOPS! On An International Scale

Coors Brewing Company had to drop its slogan "turn it loose" after Spaniards asked why the drink made you "suffer from diarrhea"....which it seems was the direct translation.

Parker Pens new ball-point pen range in Mexico baffled locals as

the slogan "it won't leak in your pocket and embarrass you"....actually came out as: "it won't leak in your pocket and make you pregnant"!

The KFC slogan "finger lickin' good" means "eat your fingers off" in Chinese.

Clairol's "Mist Stick", a hair curling iron, was introduced into Germany....but "mist" means "manure" in German. So people were unsurprisingly put off by the new product.

Many of life's failures are people who did not realize how close they were to success when they gave up.
-Thomas Edison

Try To View Interactions From A Different Perspective

We all perceive things differently from one another. For instance, you may perceive a particular goal as more important than a team member does.

Our differing perceptions shape our understanding of the world. For example, if one of your team has experienced a layoff, they may interpret your announcement of an expansion very differently from someone who has never lost a job. As we focus on factors that seem the most relevant to us, we look for evidence

that supports our views. And our behaviour flows from this understanding.

Gender, work roles, and work experience can all influence perspectives. The company veteran who has been with you for years and knows how things have always been done will have a very different perspective from a new hire fresh out of school or university.

When working with behaviours you find difficult, it's important to inquire, or at least conjecture, about the other's perspec-

tive. When you're able to acknowledge the other point of view and appreciate the other person's perception of the situation, you can move toward resolution.

For instance, you may discover someone's persistence in working on an issue *you* consider unimportant to be based on *their* perception that the situation is critical.

Such enquiries—and discoveries—can be a big help in reconciling your differences.

Humor : Job Placement At Its Best

What is a human resource? Does your organization struggle with the problem of properly fitting people to jobs? Here is a handy hint for ensuring success in job placement.

Take the prospective employees you are trying to place and put them in a room with only a table and two chairs. Leave them alone for two hours, without any instruction.

At the end of that time, go back and see what they are doing.

If they have taken the table apart in that time, put them in Engineering.

If they are counting the butts in the ashtray, assign them to Finance.

If they are screaming and waving their arms, send them off to Manufacturing.

If they are talking to the chairs, Personnel is a good spot for them.

If they are sleeping, they are Management material.

If they don't even look up when you enter the room, assign them to Security

And if they've left early, put them in Sales.



Are You Willing To Sleep By The Fire?

People buy value. And the key to success is to offer value without having to resort to price-cutting. This requires resolve, hard work and an understanding that people will pay good money for what you have to offer, so long as you tell them clearly of the value proposition you are presenting to them. Don't just assume they know how clever you are or what goes into your service.

In most businesses, the only variable customers understand is price. This doesn't mean they need the lowest price. It means they don't know any other way to make a comparison between suppliers. In these situations, vendors who are able to clearly explain why customers will be

better off to pay a little more will be significantly more profitable than their competitors because that additional margin travels

...the only variable customers understand is price, not necessarily the lowest price...

straight to their bottom line.

To illustrate this point, there is a classic tale you may have heard attributed to Ben Franklin.

Ben had a printing business and was concerned about a competitor's pricing policy.

He invited his competitor around for dinner one evening, and placed a bowl of broth and a piece of bread on the table. In the room was a warm fire with a blanket next to it.

Ben said to his guest, "I can live on this bread and broth and have no trouble sleeping by the fire wrapped in that blanket. If you can live on less, you can starve me out. If you can't, you had best reconsider your pricing."

Issues of illegal price fixing aside, the lesson is clear: unless your costs are lower than your competitors' or you are willing to sleep in front of the fire, don't compete on price.



The Business DashBoard™

...puts control of your business right on your desktop.
Ask us how.

**Hitch Your Wagon To A Star
-Ralph Waldo Emerson**

About our consulting services

We're not your average advisory firm. Far from it.

Our membership in the Principa Alliance means you have access to the collective knowledge and expertise of an international network made up of hundreds of professionals who specialize in consulting to small and medium-

sized businesses, just like yours.

When you add to that our experience, support and guidance, you can be confident you'll have all the help you need to make your business truly extraordinary. *We can and will do so much more for you than just 'keep the score'.*

Our goal is to help you build a stronger, more profitable business, so you can enjoy greater financial freedom and a higher quality of life as a result.

Contact us today to discuss how we can help you build a business that delivers on its promise—to you, your team, and your customers



5001 California Avenue
Suite 212
Bakersfield, CA 93309

For Questions or Comments:
Phone: (661) 716.1160
Fax: (661) 716.1166

Email:
rblanton@odellcrosscpa.com

DISCLAIMER: Information provided in this publication is intended as general information only and should be considered carefully for your own business situation before use. This firm and any associated companies accept no responsibility or any form of liability from reliance upon or use of its contents.

For additional information about O'Dell Cross, and for back issues of Profit Builder, please visit:
www.odellcrosscpa.com