



Just A Moment...
Business Commentary

The Service Hallmark

by Leon A. Enriquez

In his book *The Tao of Sales, 'The Easy Way to Sell in Tough Times'*, author Dr. E. Thomas Behr Ph.D., has some practical advise regarding one of the most important part of business – delivering value – as follows:

1. Start with value;
2. Define that value in concrete language;
3. Translate that value into the customer's world;
4. Communicate that value to your clients;
5. Translate your values into a code of conduct;
6. Increase that value;
7. Share that value.

Begin by asking yourself this simple question: What do you offer your customers or clients that is absolutely unique? If you are not unique, you're ordinary. In fact, your uniqueness comes from your values, i.e., what you care about passionately or deeply.

Write the answer to the above question on a piece of paper. Then, take each key word and make it tangible. What does the idea look like, sound like and feel like? Picture yourself doing these ideas with your clients.

If, for instance, your value to customers includes words like 'trust, loyalty, or creativity,' keep asking yourself questions until you have concrete descriptions of your specific actions that distinguish you from the others in the same business.

What will customers get from the unique value you offer that will increase the value of their business? How does the experience of working with you enable your customers to do more, have more, or be more?



Be clear about what you value, and the value you offer. Practice stating your deepest, most powerful convictions. Write down what your mind gives you, then refine the statement until it has clarity, conviction and complete integrity.

If you consistently add value in your dealings with your clients, they will become a value-added network for you.

One key to excellent service is resourcefulness – the ability to have the resources to meet customer's complex, specialised needs.

Think through the consequences of not offering value to customers. Make a choice. Live with the consequences.

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