

THE IN-HOUSE TRAINING COMPANY

Thought for the day – 1

‘Encourage your customers to be unreasonable’

If you accept that the primary function of every business is to get and keep customers, then it follows that meeting customer demands is what you actually do for a living. To beat your competitors, you must meet those demands better. So, by trying to give your customers something extra-special every time you come into contact with them, you'll raise their expectations and encourage them to seek the same extra-special service from your competitors. Who, of course, will probably think the customer is being unreasonable and refuse! Result: one captive customer and one poorer competitor.

Meeting customer expectations is not the name of the game anyway – exceeding them is. In order to inspire the people who work in your business, aim to deliver the best to the customer at every contact. There is more to gain by baking a better pizza than a cheaper one, so to speak.

So, don't wait for your competitors or customers to force you to react, seize the initiative, be bold and be pro-active. After all, what is market leadership if it is not of ideas and standards?

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This thought has been taken from Graham's book 'Companies don't succeed, people do!' Graham delivers outstanding sales training – click [here](#) for details of some of his programmes.

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