

Using all your Marketing Tools... ...even employees?

Dear Small Business Owner:

In these days of economic shakiness, we small business owners need to be sure we are using every possible form of marketing to our best advantage. One of the fastest and cheapest ways to market your company is through your well-trained employees.



Each employee that is a contact point with your prospects and customers must realize that every act they do sends some kind of marketing message. Do you know how your employees represent your company when you're not around?

The story is told of the man who returned to a store's suit department to pick up his new suit that was to be altered and ready for pick up to wear to an event that evening. The clerk returned from checking the readiness of the suit with the message that it hadn't been worked on yet. The customer started to complain when the clerk disappeared saying he'd be right back. When he returned, he said they would have the suit ready in 15 minutes. Pleased with this response, the customer started wondering through the aisles and ended up picking up \$500 worth of additional clothing. The suit was ready as he was checking out with his new purchases.

The lesson of this story is not that you must have zero defects when delivering your services to clients. It is that you and your team must know how to react when errors happen. Do you pass the buck and talk fast or do you take the hit and fix the problem in a way that says to the client "You really matter to us and we will get this right for you." Mistakes are big opportunities.



Using all your Marketing Tools...



Study each public contact point employees have in your business and improve each one-significantly. Evaluate how the first person greets a prospect to how "mess-ups" are handled to make sure you are making a phenomenal impression at every point. Did you get everything possible from the contact?

Many parts of customer satisfaction are about how you make a client feel. Did they feel respected, amazed, impressed and delighted? Don't squander a single contact. Interactions are too critical to waste.

Some material taken from "Selling the Invisible" by H. Beckwith

Do your employees need some training in how they respond to your clients? Alpha Business Coaching can help you turn your employees into model marketing messages.

Sincerely,

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