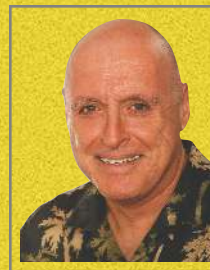


THE EXTRA POINT

BY JERRY ROBERTS



707 How to Make Your Business Legendary – Part 1

Linda's Coffee Shop closed its doors yesterday, and a fair chunk of island diners are in mourning. How is it that a restaurant — or any business for that matter — can inspire such emotions in customers? I'm Jerry Roberts and we'll explore that, next, on The Extra Point.

So Linda's announced it was closing, and it was a news item. Print and broadcast media covered it, and people poured out their hearts on social media. How do people get so attached to a business, that they legitimately mourn its passing?

We'll spend some time talking about that this week, and what we can learn to make our customers feel that way about us.

1. Longevity. A business that serves its market for 30, 40, 50 or more years, is likely to be introduced to someone when they're young, or perhaps a young adult, and operate for much or most of their life. We tend to look back on companies and brands we've known that long, and see them in a positive light. Thus, longevity is a good start, but you don't achieve longevity without getting some things right.

2. Your product or service has to be really good. Not pretty good. Very Good. So-so food isn't legendary. So-so products with a history of breaking down aren't legendary. Mediocre service is legendary, but for the wrong reasons.

The bond between customer and company should happen on the first visit. Something you do has to resonate with customers right off the bat.

3. Be consistent. You can't be good every two out of three times. My mom was a longtime waitress, and sometimes she'd tell me restaurant stories when we went out to eat. One was about the importance of consistency.

She was a newly hired at an upscale coffee

shop, still learning the place and the menu. A man sat down in her section and ordered a steak, medium-well done. When it was ready, mom brought it to him and he cut a piece from the center and gave out a grunt, with a perplexed look on his face. Holding the chunk of meat up to show a thick patch of pink, he said, "Arnold's cooking tonight, I should have asked."

Since the kitchen was hidden from view, Mom asked the customer how he knew Arnold was on duty. The man said, I order this steak three times a week and Arnold is the only cook who doesn't know the difference between medium and medium-well. Medium-well means slightly pink, and this is mostly pink."

Mom knew the man was right. She apologized, took the steak back and asked Arnold to put it on the grill for one minute, to get rid of the pink. Further, she asked him to grill all of her future medium-well orders for that extra minute. He happily agreed, problem solved.

Do people in your organization deliver your products and services differently? Could the perceived quality of the item or level of service be lesser at times, because of that?

We're talking about how to get a grip on your customer's heart and mind, so they can't wait to visit you again. Very good products and services, delivered consistently, is an excellent start to the conversation. Of course, there's more to it, and we'll dig deeper tomorrow, including possibly the biggest marketing error of all time.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

THE POINT
93.3 FM / 1350 AM / 104.3 FM HD-3

GUAM TRAINING