

What's Your Competition Doing?

Some of my clients are confused as to how closely they should watch the other competitive firms in their market place. "After all," they say, "What I offer is so different then what they offer; there's no comparison."

I explain to my clients that they're thinking in self-centered terms rather than thinking in client-centered terms. If you live in a world of attorneys, then that's who you compare yourself to, but your clients don't live in your professional world; they live in a world where they make hundreds of professional and business contacts every month. They compare you to everyone. Sharon explains it best.

Sharon is the woman who cuts my hair. She is customer service oriented beyond anyone else I deal with. I like going in and I like calling her, even when I need to disrupt her schedule with a late cancellation. She just knows how to make me feel taken care of.

Now you wouldn't think I'd consider my bank a competitor of hers - but I think they are. She has set the standard for customer service and they don't measure up. I haven't pulled my money out yet, but I am aware that I'm on the lookout for a bank with customer service like Sharon's. If my bank wants me to be a loyal customer they're going to need to pay attention to their competition - Hair Studio 2000.

If you're trying to create real client loyalty and be known for outstanding service you need to consider each aspect of your business and consider who sets the standard in that area. Is your telephone service as pleasant to use as calling FedEx? Is making an appointment as easy as ordering from Amazon? Look around, find your real competitors and begin thinking how to get your clients to consider you the best they know.

If you'd like an experienced outside evaluation and suggestions for improved performance in any of your client or employee areas give us a call. We can get you on the road to increasing the number of areas in which you have no competition.