



PROSPER

PROFESSIONAL COACHING

maximise your business : achieve your prosperity

Monthly Maximise

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Welcome to Monthly Maximise. This edition is focussed on strategies you can use to maximise your business that don't cost a cent. Some of these are so simple they're often overlooked.

Moments of Truth

"Hello, Number 1 widgets "....."Hello, could I speak with Ned Helpa please?"

"No He's not here"....."Oh; well could I please speak with someone about your special offer this month?"

"Ned is the one you need to speak to, can you ring back later"

Mmmmmm. Sound familiar? Would you be likely to ring Ned back?

You have just experienced a "Moment of Truth" at Number 1 Widgets. A Moment of truth is a moment in time when you have an opportunity to impress, or in the above example, depress a potential customer or client. Every Business has a number of such moments to make an impression and make the experience of your customers a pleasurable one.

Identify your key Moments of Truth, and put yourself in your prospect or clients shoes.

- What would you like to experience if you were using your products or service?
- What would you be willing to pay a premium for?
- What added value or little extra you would like to experience?
- What would you want to experience that would make such an impact you would tell your friends?
- What disappointment would you want to avoid?

Now think about all the times you have an opportunity to make an impression. All the times your prospect or client is affected by what you offer. For example a Painter and other trades have a few opportunities to really make an impact. Some common frustrations people have when needing their services are:

- Not turning up on time
- Leaving a mess behind them

- Over charging
- Not completing the job in time
- Not completing the job to spec

The secret to maximising your effectiveness with this strategy of Moments of Truth is to ensure your prospect and customers receive the experience CONSISTENTLY....some businesses survival depends on delivery of these Moments of Truth every time, not just sometimes.

Using the example of a Painter, he / she might identify the following as Moments of Truth

- Answer every call within 5 rings.
- Arrive on site 5 minutes early of the agreed time for the pre inspection overview meeting.
- Provide your proposal within 24 hours, giving a full brief and detail of what the agreed scope of work is.
- Arrive on the job early and complete to the agreed timeframe
- Remove shoes or use dust covers for inside jobs and clean up each day
- Complete a walk through with customer on completion and get sign off on satisfaction. Remedy anything immediately.
- Leave some touch up paint in pottles.
- Send Invoice same day.

Now that the Moments of truth have been identified, the next step is to create systems and set standards so that they can be delivered and experienced consistently.

Systems + Standards = Consistency

This month I am offering 4 complimentary sessions to business owners wanting to implement this strategy in their business. To see if you qualify please email me direct at karl@karlwaretini.com

Wishing you a Prosperous Month in June

Karl

***We are what we repeatedly do.
Excellence, then, is not an act, but a habit.
-- Aristotle***