



Being **Remarkable** should be your goal... Remark is the operative work... Get people talking !

You want people to talk about the good EXPERIENCE they had w your business... You want your customer to REMARK to their friends about their wonderful experience.

If their experience with your company is not "remark worthy" and the company experience down the street is better... you have a problem. To what lengths will you go to make yourself remarkable to your clients?

Paul Kiewiet says, "The only way to turn customers into fans is to be deserving. The only way to be deserving is to make such a remarkable impression and give them something new. Somewhere along the way, you'll have to make a heart connection. You'll need to change how they feel."

When you get genuinely interested in your customers problems and have a strong desire to help them solve those problems... you just might get a customer for life.

When your customers know that you are excited about helping and not just excited about making a sale, they'll be ready to buy. You need to learn what your customers want to create, accomplish, or feel. You need to understand their challenges.

It again comes down to **HOW DID YOU MAKE THE CUSTOMER FEEL...** and if they feel good, count on a remark or two.

Things have changed since the recession started in 2008. Your younger customers are almost exclusively using cell phones to find what they are looking for. They don't think they should care about an experience... All they seem to want is a good price ... a deal. Shock them with an EXPERIENCE. Thank them for coming ... Give them a promotional item with your logo (I get paid to say that...) Give them a cookie ... Give them a discount coupon to encourage them to come back... something ... Ask them how the shopping went. **SHOW YOU CARE.**

We all must be creative and not do the "same ole". With a couple of keystrokes, anyone can find anything at any time on Amazon. So while you have the customer near... make it a **REMARKABLE EXPERIENCE.**

Instead of complaining about how the internet has destroyed your business, do the right Search Engine Optimization. Paul Kiewiet says, "To get **NEW** business create something that your customers cannot get on the internet. If others are offering exactly the same things as you are, you either be better, cheaper or figure out how to give your customers something they cannot get anywhere else. "

Stop the madness. Stop doing what's not working. Start focusing on what your customers really want. If you don't know, then you've got your first job cut out for you.

I didn't get much feedback on my last article where I asked you to grade your performance the way a Harvard MBA professor might grade you. Maybe you all got straight A's... Hopefully some of you took the message to heart that suggested you have written goals that you review and focus on... and then you grade your performance... and try to get better.

WOW...you got this far. Here's your bonus for St. Pats. Pat and Mike walk into a bar and sit down to eat their lunches. The bartender says, "Sorry, but you can't eat your own food in here." So. Pat ate Mike's lunch.

I love feedback Brian.hogan@4LogoGEAR.com and www.LoomisSTORGAE.com