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## If They Don't Know About It... It Didn't Happen!

by Kathy Ellis, Business Lab Marketing Coach

Have you ever done, what you thought, was a great deal of work for a customer, but they did not seem to appreciate it? Chances are, your customer did not even realize you were providing any "additional," "above and beyond" effort on their behalf. It is this "above and beyond" effort that will attract the right customers and will provide you with a real competitive advantage. However, you will receive double the return from this effort once you find ways to consistently "show" your customers all that you do for them. In this month's article, we will share with you successful ways of communicating your "above and beyond" services to your customers.

**What Do You Do For Your Customers?** Often we get so busy during the day just trying to keep up, we do not even realize all the things we really do for our customers. Begin to track the "above and beyond" effort of your company—from the sales team to the receptionist.

*Tip From The Business Lab:* Ask each person in your company to write down all the things they do for their customers which they believe are "above and beyond." Have a company meeting and share with everyone all the special effort—additional assets—you are providing your customers. This can be a real morale booster and will instill a tremendous amount of pride in your team.

**What Could You Be Doing For Your Customers?** From the overall list your team has compiled, there will be numerous suggestions and ideas on other things you could be doing. Organize all these ideas by creating a system that each team member can use and can be easily tracked.

*Tip From The Business Lab:* Create a simple form and ask each team member to complete it at the end of each day. The form can be as simple as asking, "what did I do today that helped us keep or get new customers?" Track all new ideas on a spreadsheet, word processor or white board and share them with your team each week. *Remember the magic of inspecting what you expect:* Write comments on ALL entries and copy them back to the individual. This will keep them involved and keep them motivated to find new and unique ways to help "keep and get" customers.

**If They Don't Know About It...It Didn't Happen:** Just as it is important to share "all that you do" with your team, you should also share this with your customers. It will help to tangibilize the intangible aspect of your service and help them make a strong connection with your company.

*Tip From The Business Lab:* During your weekly/monthly meetings, have your team indicate the "above and beyond" items they would like to share with their customers. Break the ideas into categories such as: (a) one-on-one with individual

customers; (b) "press-release" efforts that can be shared with all customers. Discuss their ideas for the best way to present their information. You may wish to come up with monthly or quarterly promotions to share this information. Decide on the frequency and then plan out the next several promotions. Even if you do not have any "press-release" type efforts on a consistent basis, it is a good idea to share something about your company with all customers on a consistent basis.

*Ideas To Help You Get Started:* For the one-on-one efforts, you can simply fax over a fun cover-sheet saying, "Wow! It was such fun working together this week/month! We really enjoyed sharing with you on \_\_\_\_ and look forward to staying in touch with you." If sending information, always remember to write a note and consider following up with a phone call—"did you receive the information..." For a promotion to all customers, consider gathering up the most noteworthy efforts and put them in a newsletter or article—"this week/month we have helped our customers..."

Consider implementing customer satisfaction surveys and then sharing the favorable results with all your customers and prospects. Surveys are a great way to keep in touch with your customers and tells them you care about what they think and feel.

Ask for help from other companies you work with on behalf of your customers. If your company had to provide a lot of information, time, etc. to another on behalf of your customer, ask that company to place a phone call to the customer and let them know how helpful you were.

For the real break-through efforts on how your company has improved its services overall, consider a larger scale promotion that is interactive and/or engages your customers on a deeper level. Customized boxes with goodies, customized direct mail pieces with reply cards, gifts that tie into the service/idea, etc.

**More Information?** If you would like to learn more about how to let your customers know about the "above and beyond" services you provide, please send an e-Mail to [ideas@thebusinesslab.com](mailto:ideas@thebusinesslab.com) or fax a note on your letterhead to 281-517-0998.

**Author's Note:** Kathy Ellis is a Marketing Coach and the owner of The Business Lab, a full service marketing and graphic design company. We specialize in relationship marketing programs including database marketing, company brochures, client newsletters and promotional marketing materials for our clients. We share with you our FREE newsletter to showcase powerful marketing tips, techniques and ideas to help you improve your business. The Business Lab is based in Houston, TX at 281-517-0998 or by e-Mail at [kathy@thebusinesslab.com](mailto:kathy@thebusinesslab.com)