



Monthly

JUNE 2016

# Marketing Morsels

## MATTER...Matters

I always keep my antennae up for quotes that trigger thinking. Here's an example, a quote from Andrea Fishman, BGT Digital Experiences Solutions – "Brands must compete by delivery experiences that matter". We dwell on this thought for our June Morsel.



Ok. Let's establish you are the Brand (yes, you). Brand, per my favorite definition, is someone else's gut feeling about who you are and what you do. So your job is to connect with this "someone else" and provide something that matters to him or her. It fills a need, but it also is a tool for you to establish a relationship. You can't survive long-term in business unless you have the ability to understand where the other guy is coming from, and to win trust and loyalty every chance you get. When you are constantly sensitive to discovering

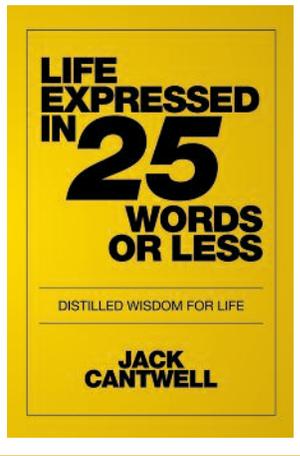
and understanding needs, it becomes second nature to deal with issues like product or service development or customer service skills.

This segues into some key tips to make sure your

customer service is at the top of your list when it comes to building relationships that matter.

- Meet and exceed expectations. The old adage of under-promise and over-deliver really works.
- Listen – People want the respect of knowing you are listening to them. You also learn and understand better this way.
- Focus on the relationship, not the sale. Fulfill the need. Create satisfaction. The money will follow.
- Ask for feedback. A good business grows with knowing what the customer needs. The best way to do that is to ask.

Here's a blatantly self-serving message that matters to me. My newly published book "Life Expressed in 25 Words or Less" is available now on Xlibris.com, amazon.com, and other sites. Recommended stimulating summer read. Watch for local book signings too.



Call Jack Cantwell at SkyLimit Marketing 717-269-0288 for a free consultation. You can also email [jack@skylimitmarketing.com](mailto:jack@skylimitmarketing.com) or visit [www.skylimitmarketing.com](http://www.skylimitmarketing.com)

