

Value-added service solutions

By Bob 'Idea Man' Hooey

This is an **action step**, if you are seriously committed to providing value-added service. It takes time to think about the potential problems your customers may encounter. It also takes time to repair and deal with the ones they encounter that you don't anticipate.

Wouldn't it be nice to plan ahead, be ready to deal with any problems that crop up, empower your staff to deal directly with client, respond to their concerns, and better yet - work to eliminate problems altogether?

Well, maybe the problem elimination will take some time. But during that interim, let's work through helping your customers get the best use and service from what you provide, ok? Or maybe just be willing to help them solve their problems by purchasing and engaging your firm to help.

- Is there **one common problem your customers share**? This may be one they encounter with your service or product; or, a problem they bring to you, hoping to find a solution.
- **Thunder-think** (brainstorm) some possible solutions to this problem. Don't be concerned if it is something you don't presently offer or have access to at this time. Just be open to the answers!
- Analyze your answers for cost effectiveness and viability.
- Which one is the **optimum** solution to offer to your customer in the above situation? Why?

In life we get paid in direct proportion to how effectively we solve our customers' or employers' problems.

How do you make yourself more valuable?

Quite simple really! Make sure you are a person who allows their creativity to emerge in helping people solve their problems. More so on the follow up of selling or supplying something to a client, but in specifically helping them in the first place to find and acquire what will suit and fully meet their needs.

The true value-added service-oriented businessperson anticipates problems and works in advance to find the best alternatives for them. Is your firm one of these?

What would need to change to make you or your firm a leader in service in the 21st Century?

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