

## Differentiation

The art of making real profits and making the customer come back for more.

*(It is easier to give something away than to sell it for what it is worth)*

The Welsh tree frog a lesson in differentiation.

During mating season the male Welsh tree frog emits a series of chirps that attract the females to be partnered. A select group of males however, have added a single base note in the chirp call. These males, end on average nine more lovely ladies than the males who issue the standard chirp. This is the art of differentiation in a nutshell, the same product but packaged to suit the customer.

We all know what it is like to shop at a discount store like Macro. Finding someone to help is difficult if not impossible. If you are successful, they brush you off with a piece of mumbo jumbo that leaves you more confused than you were before. So why are they successful? They are playing the giving away game, where the number of people entering the store knowing what they want to buy and fully understanding the item they are buying, outweigh the number of customers who are not informed and simply walk out of the store in disgust. Your partner (you would never do this) always buys product from a certain store. When questioned "Why do you buy there, it is so expensive?" the answer is a simple 'I get better service' or "The people are so friendly" or "Oh I don't know they are just good to us" or thinks, not that he or she will admit, "The salesperson is so charming and makes me feel good when I shop there".

What is this store practicing? **"Differentiation"**

The first key for differentiation is therefore "Give the customer what they need in a non tangible form."- A smile, information, help, advice, or a shoulder to cry on. These are small things but will keep your customers coming back at any reasonable price.

The second part of differentiation is specialization. The tree frogs who learnt the extra base call were saying. "Hey ladies I have learnt this new mating call because I have taken the time to be an expert in how to please you."

To identify your specialist area take a good look at the people who work for you, including yourself, and determine the work that you are particular proud of and again identify the work you are particular ashamed of.

Once you have determined this, make sure you study up about the areas you are proud of until you are thought of as an expert in this field. Secondly the 'ashamed of areas ' determine whether you wish to continue with this aspect of work because it is dragging all your prices down. Either get rid of it or study and practice like crazy to become an expert here too.

Once you are viewed as an expert you will be surprised how little argument you will get on price. Hope you all turn into Welsh tree frogs and live happily ever after.....

*Most of all have fun. I have never met a successful person who was not passionate about what they did. If you not enjoying it, you are not going to make money doing it!*

Bye for now  
Bob Glenister.