

Chris's Corner: Try to be a realist

I remember years ago, I heard a saying, "you want it fast, you want it good and you want it cheap; pick two."

I also remember a sign in a shop that said, "Helen Waite is our credit manager; you want credit? Go to Helen Waite." That's funny but off my topic.

If you think the various combinations in the first saying, it makes total sense; because if you think you are going to get or you deserve all three, you're being totally unrealistic. If a real world business were to provide all three they wouldn't last very long because they would be profitless.

As far as my business goes, I am not cheap. We are not built to be cheap, but if you want cheap you're going to get it and you will know exactly what cheap entails right out of the gate, so there are no misunderstandings or hurt feelings.

I prefer to do a job or provide an experience in what I believe is the right way. The right way being how I would want the experience to go if I were the customer.

I believe you want to fly first class you have to buy a first class ticket. So when I quote a job or a machine, I detail to the customer why my price isn't cheap. I explain what the customer can expect in detail and I give a realistic time frame, etc. Then I exceed the customer's expectations or what I have told them by 10%.

If you can sell them on what you're precisely going to do and then do more or deliver more than you promised at the price you quoted, you will have a satisfied customer and a repeat customer every time.

Just remember, repeat business is like pole vaulting the bar gets raised with every success. I like a good challenge, it keeps business fun.

If you don't do what you say you are going to do, then you have to take a hit and make it right.

Business isn't complicated just difficult.