

Priced to Stand Behind Your Product

I don't know if I have regular readers of this blog or not, but this month's is totally redundant to last month's but it is based upon a real life conversation I had with the service manager of a well known HVAC company in our area.

I am keeping it short this month, because the message is true yet powerful.

You have to stand behind your product. It can be any product or service, but if you are offering it to your customers in exchange for their hard earned money, you have to stand behind it.

When I say stand behind it, I mean you have to make sure the product or service you are selling meets or exceeds customer expectations and if it doesn't you have to make it right.

Obviously, part of creating a positive customer experience from the get go, is by managing customer expectations. Hopefully, you are dealing with a long term customer and you have a well established relationship. You know what they expect and will and won't tolerate up front.

If you are dealing with a new customer, it is imperative that you have really open, honest communications up front and lay it all out. Explain what you are going to do in detail and what to expect from the process start to finish.

I tend to temper my promises to temper the customer's expectations. I believe in always delivering more than you promise so don't exceed customer expectations in negotiations, exceed them in delivery. That is what creates an impression; a lasting impression. Make it look like you went all out for them, even if you go all out for everyone; but you really have to go all out. You can't fake it.

Part and parcel to this discussion is this real life point; you can't over deliver and go all out, if you can't afford to. You must set your pricing to reflect the total quality experience you are going to provide. Good customer service and good customer experience don't come cheap.

Don't be afraid to tell your customer that upfront and ask them to relate to you some of their experiences when they purchased solely on price.

No matter what is involved, when you are doing business with a customer it is not just the thing but the overall experience that conveys value and creates customers for life.

Promise big, deliver bigger and get paid a premium price for a premium experience.

How many businesses will last low balling on price and then being unable to stand behind their product?