



## Brand Champion Presents: An Interview with Harry Beckwith

**Introduction:** Do you run a good business or a truly *great* business? What is the difference? Harry Beckwith spends time with one of our branding staff members talking about these differences. Watch the video, and see how well you rate in key areas he outlines. What is it worth? Watch and find out. Each component is divided into questioning your company's current values, and a recommendation based on Harry's books about setting your values.

*Selling the Invisible*  
*The Invisible Touch*  
*What Clients Love*

### Four Keys

1. Price
  - a. Most powerful communicator
  - b. Higher price, higher value (higher expectations)
  - c. There is one lowest price (someone can always be cheaper at less quality)
2. Brand
  - a. Key to any business
  - b. It your reputation can be relied upon to
  - c. Advertising is the critical tool
  - d. People trust advertised Brands
3. Package
  - a. Your personal appearance
  - b. How is the business bundled and presented to the client
  - c. How the sales process work

d. Is it consistent quality experience

#### 4. Relationship

a. Not the service, it's the experience

b. It can be defined in 10 values:

##### 10 Values in Relationship

###### 1. Affinity

a. You are not going to click with everyone

b. Can you maintain the relationship should it be moved

###### 2. Predictability

a. Consistent in business practices

i. Hours, and product availability

b. Consistent in how you deal with your client

###### 3. Integrity of business practices

a. Are you doing what you say you will do?

b. Words vs Action need to be the same

c. Put it in writing so everyone know what has been promised

###### 4. Apparent Expertise

a. It means less if you really are an expert if you do not act the part

b. Dress and presentation

c. Speak with authority; make clear recommendation based on your experience.

d. Learn how to express your expertise.

e. Be a strong communicator to your client about your business

###### 5. Sacrifice

a. This is the difference between good and great

b. Are you going beyond what you promised to the point where the client feel an almost sense of indebtedness to you.

c. Are you expressing your sacrifice to your client successfully so they understand what you have done for them?

###### 6. Speed

a. It's not they wanted done quickly, it sets a priority that they are special to you

b. Price is often not as important

c. Technical competence is rarely questioned

d. Major factor in keeping clients happy

## 7. The Welcome

- a. The first 2 seconds will have more influence on buying decision than anything else you do.
- b. The voice, articulateness, enthusiasm, capable, attentiveness are all important at the beginning of the relationship
- c. As much as we wished they did not judge this way, people will.
- d. Answer clients by name.

## 8. How Ya' Doin'

- a. Checking in to see how things are going after any significant interaction with a client.
- b. Perform this within 24 hours of service rendered.
- c. Customer satisfaction will increase 40%

## 9. Thanks

- a. Every client takes a chance with us as a customer
- b. Thanks expresses the true appreciation
- c. A note, personally signed not some form letter
- d. Show them that we care

## 10. Knowing the Clients Name

- a. Family, and hobbies
- b. Something interesting about them
- c. Their name is the most important thing to them

**Conclusion:** Do what you love, and most of these things will happen automatically. If you don't love what you are doing, stop doing it.