

TAILORING *your* SERVICE

Five top tips to truly tailor your SERVICE for business success

ONE - FACE FACTS - YOU CAN NOT BE ALL THINGS TO ALL PEOPLE

If you want to build a truly successful service based business you must know what you do and who you do it for. It sounds simple but there is so much more to this concept than 'niching' down on your customer!

Failure to clearly establish who you are and exactly what expertise you offer is one of the main reasons new service based businesses fail before they even get started.

TWO - GET REAL ABOUT WHO YOU ARE

People buy from people. Plain and simple particularly when your business is based upon your customers direct interaction with YOU.

Do you **really** enjoy what you do? Is your business the best service you can offer the world? You might have trained in it, you might have years of experience in the field BUT is it what comes natural? Do you feel good when you are doing it? Do you want to be doing it day in day out as part of your life?

If you answered no to any of these questions it is not the end of the road, but you need to use it as a starting point to refocus your energies and begin to establish a business that truly fits who you are! If you do not 'feel' your service when your providing it, how can you expect a customer to want to pay you for it?

THREE - BE REAL ABOUT HOW YOU GOT TO WHERE YOU ARE

In all likely hood if you are working in a profession such as coaching or consulting IN ANY FIELD you need to really tap into your customers CURRENT PROBLEMS.

The problems and issues YOU used to face. CUSTOMERS do not need stories about where you are and how amazing your life is now. They want to know how you pushed passed the obstacles that are facing them TODAY! If you do not understand your own journey you are unlikely to be offering your clients the best level of service.

FOUR – REALISE THAT YOUR EXPERIENCE MATTERS

Your own experience and working knowledge is the greatest resource you have! The concept around solution selling is not new but it is real.

9 times out of 10 times consumers/clients/PEOPLE are buying something wither it is a product or a service to help them resolve a perceived problem that they have. You know what works and what doesn't in your area of expertise. You have seen people try and fail and you have learned from it.

Make it count. Offer your perspectives to the world and give people fresh eyes when they are looking at their problems.

FIVE – UNDERSTAND YOU ARE STILL LEARNING

I do not care if you have ten years or fifty years worth of experience. If you do not keep your mind open to learning something new or hearing a new perspective every single day you are doing your clients a disservice. You will also find that very soon you have given all you have to offer.

Appreciate that you will never know it all and you will find that you have so much more to offer... If you never stop learning you will never stop having experiences to share!

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