

Are you playing their favorite song?

Many years ago I was actively engaged in the music business from the performance side. I can tell you that the audience experience for each performance depended on four basics: the musicianship of each player, how well we played together, the energy level we brought to the stage and whether or not we played the type of music they desired to hear. After running a couple of different businesses I have long ago come to the conclusion that the world of performance arts has parallels to the world of business.

The audience came with a desire to be entertained and that desire would be fulfilled in large part by the type of music that they were coming to hear. If they expected blues, we had better be playing blues. If it was rock music they were expecting, it better not be country.

The job of the band was to keep our customers happy, and we worked hard to meet their expectations. We knew that by being well rehearsed in conjunction with having solid songs (our product), that we would come on stage with a positive attitude and a high energy level. The payback would be that our customers would come back for more and hopefully tell their friends what a great group we were. Does that sound familiar?

In business, our customers – both internal and external – also come with a level of expectation. How we meet those expectations determines the degree of customer retention and referrals and profits.

Whether you are a professional musician or professional anything, attitude is important. Our employees need to have a positive attitude about our company, and the products and services we sell. Think about it. If we believe in our company as the best in the business, and we believe in our products and services as the best in the business, our customers will also believe. If we don't believe, they won't either. Our presence or playing with heart counts. Bring heart along with selling a product that fills their needs and they will be dancing in the aisles.

Are you playing their favorite song? Determine the type of music your customer expects to hear, and then work hard at producing a harmonious message through team effort. Then perform, perform, perform!

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