

Are You Playing Their Favorite Song?

Many years ago I was actively engaged in the music business from the performance side. After running a couple of different businesses I have long ago concluded that the world of performance arts has parallels to the world of business. I can tell you that the audience experience for each performance depended on four basics: 1) the musicianship of each player, 2) how well we played together, 3) the energy level we brought to the stage and 4) whether or not we played the type of music they desired to hear.

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The audience attends the concert with a desire to be entertained and that desire would be fulfilled in large part by the type of music that they were expecting and desired to listen to. 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 our success was due to being well rehearsed. Let's look at that piece as planning. We also recognized that having a meaningful song repertoire that we believed in (our product), meant that we would come on stage with confidence, a positive attitude and a high energy level. The results would be that our fans or customers would have their expectations fulfilled or even exceeded. It also meant that they 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, referrals and increased profits.

Whether you are a professional musician or professional anything, preparation, interest, attitude, energy and method is important to success. Employees need to have a positive attitude about your company, and the products and services you sell. Think about it. If they believe in your company as the best in the business, and they believe in your products and services as the best in the business, your customers will also believe. On the other hand, if they don't believe, your customers won't either.

Executing strategies with ones heart counts. Bring heart along with facilitating a positive outcome that fills your customer's needs and I guarantee they will be dancing in the aisles.

Are you playing their favorite song? Determine what your customer expects to hear, and then work hard at producing a harmonious message. Then perform, perform, perform!

About Jason Kleid: Jason is focused on optimizing performance and getting results.

It is always the individuals in any organization, where the greatest potential for improvement and possibility of change resides. It is the mind (ones thinking) where new ideas broaden understanding and cause things to happen. However, it is the heart (inner person/motivation) where transformation occurs.