

## Sales and Marketing

### Increase Sales and Profits: Be Different

I just bought my 4<sup>th</sup> Saturn in as many years. And, this time, I bought their “top o’ the line”, super premium model. Over the years, I’ve probably spent close to \$100K.

Why do I keep going back? And, more importantly, how can you create this kind of loyalty and profitability in your business?

Well, for one thing, I like their cars. I’ve had very little trouble with any of them. They provide a quality product that provides me great value for the price. But, there are many different cars on the market that could make that same claim and deliver on the same value proposition.

So what is it really that keeps me coming back?

Here it is, folks—the plain, simple truth. I like how they treat me. **They’re not just a little different from other car dealers in this area—they’re way different!**

They are different in the way they sell you the car. One posted price. Options are extra. No “sticker price” or invoice “games.” No back room “deals” with the manager. Here’s the price. Take it or leave it.

They are different in the way they deliver the car—lots of hoopla, balloons tied to the antenna, meetings with and congratulations from everybody in the place—from receptionist to branch manager.

They are different in the way they educate you as to how to get the longest life and best return from your “transportation investment”—posted maintenance schedules that are easy to understand, special meetings and “FREE” classes with the Service Manager.

They are different in the way that they provide service. The service manager—generally an experienced, professional, clean, nonsmoking, educated person (sometimes even a woman!), greets you at the door. They ask meaningful questions. They listen, they clarify. They never make you feel stupid or question what you are telling them. They take a ride with you if you can’t describe the problem. They pick you up. They give you a lift. They give you a specific time when your car will be ready and they deliver.

They are different in the way they follow up. I receive a call or a letter about every quarter from someone at Saturn “just checking in” to make sure that my car is still providing me with the satisfaction and value that I was looking for when I bought the car.

I could go on and on with the differences between them and other car dealers. The point is that Saturn has mastered the art of managing the customer experience—a great topic for another article. But more than that, they have built a business around that difference.

They have done their research to discover what it is that customers want, what they value and appreciate, and, just as important, what they hate or what frustrates them.

They have developed a way of doing business that ensures that those dislikes and frustrations are minimized and those wants and values are maximized. It is reflected in all of

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their people and in all of their “systems”. It is reflected in their marketing campaigns. Their difference is reflected in everything they do.

So, to generate more revenues at a higher margin, be a “stand out” in your market. Be a Saturn.

Do your research. Find out what your customers really want. Develop a business around those wants. Create a difference based on a key strength that you have that your competitors do not have or have not considered. Create a difference based on a certain way of doing things that produces something of value—beyond the product or service itself.

Tell the world why you are different and how those differences benefit your customers in a tangible, bottom line, no nonsense way.

Then, make sure that you deliver on your “promise”. Design and implement systems, processes, and a management control (measuring and monitoring tools) to ensure that everyone on your team works to actually deliver on your differences.

Want to learn more about how to differentiate your business from your competition—without spending a fortune?

Want to learn more about how to build a more profitable, more self-reliant business, using approaches like these and others?

We’d be glad to show you how. Call 636.230.7704 or email [info@bizresults.net](mailto:info@bizresults.net) TODAY to schedule a very informative and valuable FREE, no pressure, Profit Improvement Assessment of your business.

In that first session, we’ll learn a little about your business, explain our business, **identify areas in your business where you are leaving untapped and unclaimed profits on the table**, and give you a few ideas to **begin putting those unclaimed profits in your pocket**—without making huge, sweeping changes, or spending a fortune in the process.

### About Michael Bitter

Michael Bitter is a small business growth and development specialist, executive coach, and owner of Business Results Unlimited, a results oriented small business consulting firm. He provides innovative ideas, tips, techniques, business services and programs that help small business owners increase sales, increase profits, generate consistent predictable cash flow, increase business value, and create businesses that are so self-reliant they practically run themselves.