



The Don Hutson Report

Global Expert on Sales & Negotiations

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Experiential Differentiation; The Miracle of Out-Serving Your Competition!

(This is part four in an 8-part series on Don Hutson's 7 Types of Differentiation.)

Experiential Differentiation is the unique way you perform services for your clients. Think about it for a minute. Do you and your team members give them an experience to remember as opposed to just good service? If *Just good service* is what most everybody else provides (only enough to get by), experiential differentiation can be your secret sales weapon. The “Bar of Excellence” in terms of customer satisfaction is higher today than ever before. We need to determine that we are going to remain at the top in comparison to similar product and service providers by truly differentiating ourselves from the competition.

Since our goal is to make clients happy with the way we work – and to keep them that way - let's explore the tactical side of service delivery. To demonstrate exceptional interpersonal skills, we need to display the following 8 behaviors when one-on-one with customers:

- **Greet them with a sincere smile – in person and on the phone**
- **Maintain good eye contact coupled with exceptional listening**
- **Exhibit a can-do spirit**
- **Provide efficient responses**
- **Make apologies when appropriate**
- **Ask what else you can do to enhance their satisfaction**
- **Use their name**

- **Thank them and invite them to reconnect the next time they need your brand of service**

What if one of your top ten biggest customers used the A-F grade scale to rate you and your top 4 competitors in multiple service areas like:

- a. Creative solutions to problems**
- b. Prompt response to inquiries**
- c. On-time order delivery and price accuracy**
- d. No-hassle relationship skills**
- e. Exceptional telephone skills**

How would you and your colleagues stack up? If you do a deep dive to see how you could achieve exceptional performance in these areas, you will have a good idea about your level of experiential differentiation. You will also have a very useful report card you can use as a guide to adding any improvements required to maintain – and expand - your competitive advantage.

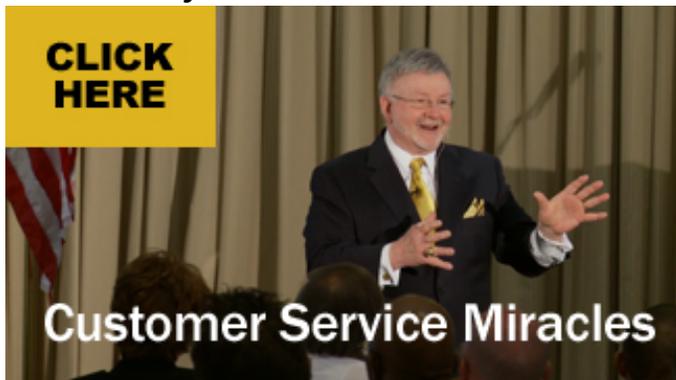
In their excellent book, *The Experience Economy*, Pine and Gilmore elaborate on the power and potential of creating exceptional service experiences to impress customers and gain loyalty and allegiance. This merits out-of-the-box thinking on your part and uncompromising support from your management team! This can also serve as an additional boost to your goal of dominance in a competitive market. The edge you gain can make a ton of difference.

If you want to benefit from the *Graduate Course* in providing exceptional experiences, you must position yourself to perform periodic “customer service miracles”. This can happen when you make client service excellence your primary goal. You have to be looking for the opportunities. When one presents itself, seize it! A client service miracle is something that, when performed, makes clients say “WOW!” If you are not looking for these opportunities, they will be whizzing by your head all week long. People love great service and exceptional experiences where they do business.

When you watch the linked video of “The Keith Bennett Story”, you will see an excellent example of what a customer service miracle is and how to perform one.

This article is part four of an 8-article series on the subject of “Differentiation”. For your copy of Part 1, 2, and 3, [click here](#) to request them via email.

Click below for a link to a 4 minute video entitled “Customer Service Miracles”:



Negotiating The Sale
Tuesday, March 13, 2018, 8:30 - 11:30 am
Fogelman Executive Conference Center & Hotel, U of M
Central Avenue & Innovation Drive

Featuring
Don Hutson
DON HUTSON, CEO of U. S. Learning and the co-author of *The One Minute Negotiator*. This program on “Negotiating the Sale” is designed to help you preserve margin and get your price, even if you are in intensely competitive space. Don is a NY Times and Wall Street Journal #1 Best-Selling author, a Hall of Fame speaker, and past president of the National Speakers Association. He has addressed audiences of over half of the Fortune 500.

What You Will Learn:

- Differentiating for Value Establishment
- The Power of Needs Analysis
- Training Negotiators
- Mutual Preparation for Negotiating
- The Negotiation Matrix
- Preserving Margin
- Sell Value, Not Price
- Negotiation Strategies
- Becoming a Trusted Advisor
- Gaining Customer Loyalty
- Collaborating for Success
- How to Gain Customers for Life!

Price: \$195.00 Per Person
Register: <https://events.donhutson.com/tnmphiseminar>
Phone: 901.767.0000

Announcing; “Negotiating The Sale”, a new seminar presented by Don Hutson on Tuesday, March 13 at Fogelman Executive Conference Center & Hotel, U of M, Central Avenue, at Innovation Drive. Program starts at 8:30 and ends at 11:30 am.

\$195.00

Seating is limited! Register today!

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Don Hutson is a #1 NY Times and Wall Street Journal International Best-selling author, a Hall of Fame speaker, and CEO of U. S. Learning based in Memphis, TN

For more information, go to www.DonHutson.com or call 901.767.0000.