

## 07 49 2008 - The Little Things

Attracting and keeping customers doesn't have to be rocket science. You don't have to reinvent the wheel to make people happy. In fact, if you do, you're far more likely to just confuse them.

Instead, opt to take advantage of the possibilities of the little things in life: friendliness, relationships, passion, mystery. If your company is bursting with friendly people that love what they're doing, chances are your customers are going to get that feel from all of your products and services. If, however, your company is full of people who couldn't care less about your mission, your mission won't ever even start to see the light of day.

How to get them to care isn't always easy, but if your mission is good enough and you've picked the right people then your task should start to fall into place.

You don't have to throw a lot of bells and whistles at a customer to make him or her happy. All that you really have to do is give them something that they can't get anywhere else - whatever it is. You can only get technology products that are as slick and easy to use as Apple's from Apple. You can only get an 'ultimate driving machine' from BMW. You can only succeed with your customers if you can find a way to make them happy. Perhaps the best starting point is to simply smile. Smile with everything that your company does. Be authentic, unique, innovative, and friendly and your customers will start to return the favor.