

Leveraging Your Cost Free Advantage: Better Customer Experience Via “Small Ball”



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36th Annual General Meeting - Burlington Downtown

Keynote Address

April 6th, 2016



What Is Small Ball?



Small Ball is a baseball strategy that relies on doing the little things correctly to create an advantage over teams that may have more power or stars, but are less proficient at the basics.

OR.....



Small Ball Applied To Small Business



Look for and take action on things YOU can do better than your "big boy" competitors

OR AN EVEN BETTER OPTION

Do things your "big boy" competitors CANNOT do.



Ultimately You Want To...



Use YOUR power and personal influence to create a customer experience large companies cannot match.

People (customers) are desperate for a sense of connection with those around them.

Find "free" ways to create that sense.

Your Advantages and Levers

Lever	Small Biz	Big Biz
Inspiring, instilling sense of mission and PASSION	Through example, communication, instill employees with YOUR passion	Can't match this because senior people rarely interact with staff
Knowing/Adapting to your customers	Your direct personal contact with customers informs you	Must rely on surveys, data because d-makers don't interact with customers
Innovating and Experimentation	You can try new ways to attract and keep customers, and do so FAST	Innovation often takes months and months, if at all

Lever	Small Biz	Big Biz
Teaching/Coaching staff how you want customers to be treated - echo YOUR procedures, values. And WHY	Take a hand in training staff directly. Explain reasons why certain things are important.	Often need to rely on "training seminars" or brief one shot training
Making customers feel special	Direct personal contact with owner makes customers feel you value them as people.	Can't do it. Or rarely.
Building participating in COMMUNITY	Your personal connection to your community (or building one around your business) builds BRAND affection	Community involvement and creation usually just token attempts.

Lever	Small Biz	Big Biz
Hiring staff who "fit" your vision and passions	Hire people who share your passion about the type of business you have.	Often hiring done by formula, rather than personal
Partnering with other organizations	Working with other organizations together to share resources can be done informally and quickly	Partnering usually doesn't happen. Often takes forever to "get approval"
Flexible customer interactions	YOU have the power to make exceptions, offer something special to customers	Usually RULE based and rigid, and employees lack permission for exceptions
Product/Service knowledge	YOU have greater knowledge of your service or product niche, so you can be a much more trusted ADVISOR, and so can your staff	Knowledge often superficial and advice often feels suspect by customers

Remember

You have the potential to benefit from the advantages small businesses have, but **YOU** have to act to capitalize on them.

It's up to you, for better or worse, but isn't that why you run a business?

Example Small Businesses

For more details, <http://work911.com/smallbiz>

Village Bakery (Embrun, Ontario): A happy place customers love to go to, and is succeeding where the previous bakery failed.

Spaceman Music Ottawa: Website MUCH better than big boys, partners with the community.

California Sandwiches: Family business that has become a legend.

Mandarin Restaurants: Another family business slowly expanding via stellar features, service.

Fern Beauchamp - Realtor: A man with a hat, and attention to customer needs.

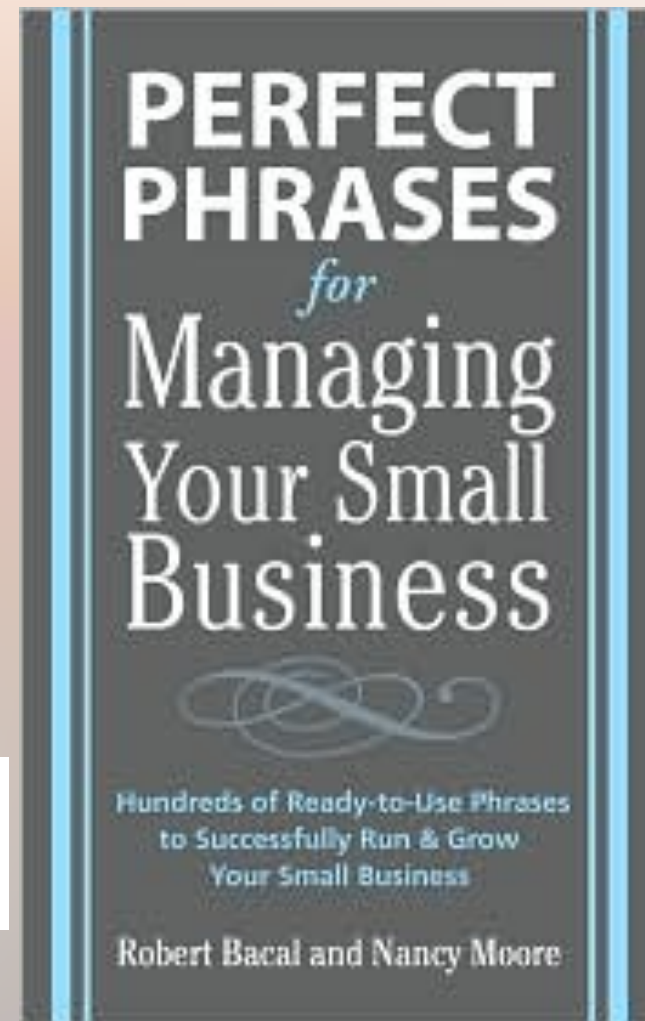
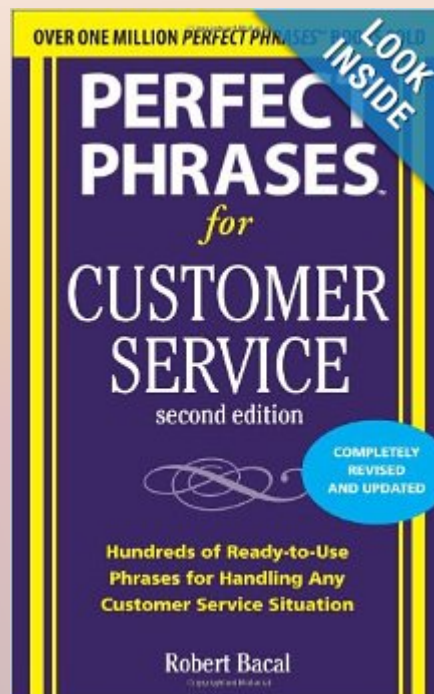
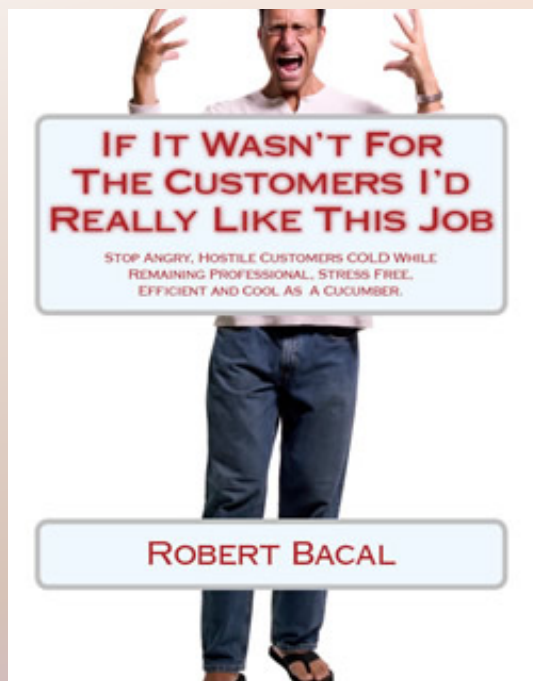
Key Points To Take Away

- **Compete on your terms;** what you do well, and use your passion about your business. Share your passion with both staff and customers.
- Make your business "**personal**". Create a sense of connection with your customers -- create a welcoming "happy" place (as it suits).
- Select, train and **educate your staff** so they approach YOUR level of knowledge, and understand WHY you want things done a certain way.

Key Points Continued

- Take part in, join and build **COMMUNITY** both online and offline.
- Have your own website. Provide information, tips, advice there. If you can use it, or social media to have **CONVERSATIONS** with customers and prospective customers.
- **Partner** with other businesses. Cross refer. Often other businesses may seem to compete but each has something different to offer customers. Do events. Be creative. Find what other businesses need first, and offer to help.

Some Of My Relevant Books

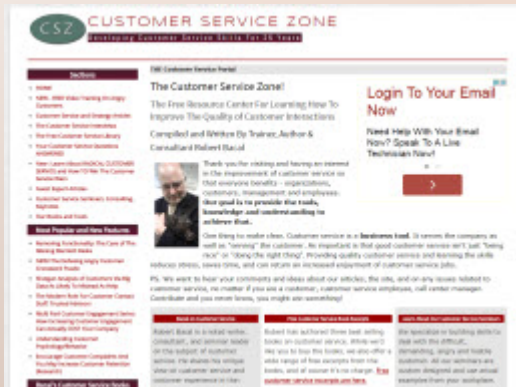


To view or purchase, go to Amazon and search for Robert Bacal

More Free Resources

Customer Service Zone

<http://customerservicezone.com>



The Small Business Advantage Website

<http://work911.com/smallbiz/>

