



UNIVERSITY OF
FLORIDA

EXTENSION

Institute of Food and Agricultural Sciences



Hillsborough County
Florida

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COMPETITION

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NEVER COMPETE ON PRICE ALONE !!

Why? Because you can't compete effectively based solely on price. No matter what you charge, someone, either because they're smarter (they figured out a way to be more efficient) or because they're dumber (they really don't know what their costs are) can always charge a dollar less. So how do you compete? **ON VALUE!!**

What is value?

Value is a combination of benefits as perceived by the customer. Some of these benefits are:

PRICE
DEPENDABILITY
REACHABILITY
QUALITY OF SERVICE
CONVENIENCE
HOW "PERSONAL" THE SERVICE IS
IMAGE

Every contact a customer or potential customer has with you or your company (from your phone message to the clothes your employees wear to your monthly statement) reinforces an image. What kind of image do you have? What kind of image do you want? Where do you need to make the changes necessary? Image is based on:

BUSINESS NAME
REFERRALS
ADVERTISING-Ads, flyers, etc
LETTERHEAD
PRESENTATION PACKAGE
ANSWERING MACHINE MESSAGE
APPEARANCE OF
YOURSELF
YOUR EMPLOYEES

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YOUR UNIFORMS
YOUR EQUIPMENT
YOUR TRUCKS AND TRAILERS
ACTIONS OF
YOURSELF
YOUR EMPLOYEES

Each customer is different. Each customer has a different combination of benefits that represents “value” to them. How do you find out the particular combination for each customer?

The only way to understand customers’ concerns is to ASK MANY QUESTIONS and then LISTEN TO THE ANSWERS. Ask questions like:

Do you presently have a maintenance service?
Why do you feel that you need to change services?
What are your concerns with the way the maintenance is currently being done?

Only after you feel that you understand the customers needs are you ready to decide that you can meet their needs.

YOU CAN’T MEET THE NEEDS OF EVERY CUSTOMER!

If you select your customers carefully, you will have fewer unsatisfied customers, fewer irate phone calls, and fewer headaches. Don’t try to be everything to everyone. Analyze yourself and your company. Find your strengths and weaknesses. Pick your customers based on your strengths. Work to make your weak spots stronger.