

Add Value: Just for the Joy of It

As entrepreneurs we are always looking for something that will set us apart from our competitors. One of the tried and true methods of building customer and client loyalty is adding value to your products or services. According to Thomas Leonard, in the book The Portable Coach, there are important distinctions to make when applying this principle of attraction.

Adding Value vs. Adding More—When you add more of what the client wants, you are adding value. If you add more of what you want the client to have, you are just adding more.

Adding Value vs. Selling—Adding value means being inventive and generous while providing the customer with what they want; selling is convincing them to buy what you have available.

One low cost/ no cost method of adding value to clients is to discover what you really enjoy and to then become inventive and generous with using your passion for the benefit of your client. A seminar leader who loved movies discovered that when he shared movie stories and episodes in his training and teaching, his audience loved it. He uses the images and scenes from movies to help people relate to his subject matter. The results were amazing. It brought a whole new level to the work he was doing and it now gave him another reason to do something he truly loved.

I am an avid reader. I love reading books by other coaches and business professionals. I am constantly looking for ways to do things better, faster and in a more organized fashion. I read because I love to read, however, as I continue to read I am learning things that I can pass on to my clients. My passion for reading passes the Valued Added test: 1] I am able to discover what the client wants and am able to add it to my program. 2.] My clients pay no more for my product by allowing me to share the results of my passion with them.

What is it that you love to do that can bring value added to your business with little or no cost to you?

To learn other methods of adding value to your business, join the Small Business Resource Group each 3rd Tuesday of the month in the Conference Room at the Greater Fort Walton Beach Chamber of Commerce.

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