

Choosing to Be the Best

If you want to consistently earn new business, you need to be different from your competition in a way that really matters to customers. That's not as easy as it sounds, but if you can pull it off, your business can be hugely successful.

Here's how to get started.

"Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value."

Michael Porter



Learn What Matters to Customers

Different shops provide different services to different clientele. And while everyone will tell you that price is important to them, it's clearly more important to some customers than others.

Figure out what matters most to the customers of shops like yours. Trust? Service? Quality? Speed? What brings people in the door?



Deliver What Matters to Customers

When it comes to being the best at something, earning a 'B+' won't get you far if there's an 'A-' shop next door. Talk with industry experts, shop staff, and customers, and figure out what it looks like to be the best at whatever factors you're using to differentiate your shop. Next, focus on them relentlessly – without letting other customer service measures fall by the wayside.



Prove That You're the Best at It

You haven't truly differentiated yourself unless you can claim something nobody else can claim. Everyone can claim to have great customer service, but only one shop can claim to have the highest review average on Google. Everyone can claim to have a great waiting area, but not everyone has recliners. You know you've differentiated yourself when you can start a sentence with "The only shop in town that..."



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