

EAGA Business Builder

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Today's presentation was a round table event:



Topics for the discussion: What makes your business different? How do you communicate this to the public?; How do you train your employees to deliver this message?

Members had a wide range of commentary regarding what makes their business different. Having a focus on excellent customer service; Utilize technology to make others aware of available products and services; provide exceptional value; educate customers; have a reputation for treating customers very well; know ability limitations so that there is never a miscommunication or failure to provide promised services; having a recognized brand; use specialized equipment to get the job done right, efficiently and satisfactorily; being known as an expert in the provided products and services; are obviously passionate about what you are doing; having appropriate layers of accountability with clients; make it quite easy for customers to purchase products, or otherwise do business with the company; use up to date technology for providing leading edge customer service and also to showcase products; make sure that there is a quick response time to customers orders and needs; have an extensive business background that compliments and provides credibility to the services; make sure that customers experience a person-to-person relationship throughout the process; always ready to investigate different markets and services; and make it easy for customers to do business with your company. There were a couple of members in a competitively enviable situation: They are the only ones that provide their services in their area of operation.

How does one communicate that your business is different than the competitor? Nearly always the answer there pertains to customer service. Advertisements and promotions are often beneficial, but the real effect comes from the good old "word of mouth" communication from your customers. Their good experiences translate into a good message to all that they encounter.

How to train employees to deliver the message? Good business practices rub off on employees. Educating staff on how you want the business to operate is key to them having the right idea; the right attitude; and the right success. Utilizing an unwavering message is important. Create a positive culture and don't allow staff to fail at providing proper customer interactions. Having a company mission statement; an ethics policy; consequences for those that fail to perform with those policies and make sure that staff is always aware of the customer's perspective about what is expected; what is being accomplished; and how to make the customer's experience as positive as possible.

Many good ideas and good business practices can be found by just discussing with other successful business folks. As well as getting advice from professionals that are experienced in such matters.....

- ♦ And now is a good time to mention: Please make your reservations in to attend the business coaching event on February 19th -8:00AM to 2:00PM at a Action Coach offices. Mark Tobiassen will present the event and it is sponsored by EAGA so there is no charge for members to attend.
- ♦ Board Members—Please note that there will be a Directors meeting right after breakfast on Feb 9th.
- ♦ If you have not yet received your 55 year EAGA Anniversary gift, please ask Mario for one. We have purchased enough for one per member, so please use the honor system.
- ♦ President Nick intends to have our meetings start on time, so that there is a proper amount of time for the presentation and leads, and that the meeting ends on time as well. Please arrive early. Besides getting the freshest food, you will most likely learn something new from one or more of the various side conversations that go on at that time of day.

Contact information for Executive Director: Mario Hernandez

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Business Leads:

ADVANCE AUTO PARTS is getting ready to open their new store @ 2807 San Mateo NE.
OAKMONT ADVISORY GROUP is opening an office @ 9101 High Assets Hwy NW, Ste 104.
BENEFITALIGN opening an office @ 2400 Louisiana NE.
REMINGTON PROPERTIES, 9674 Eagle Ranch Rd. NW, will name change to REALTY ONE OF NEW MEXICO.

Reciprocity:

None noted today

- ◆ If you haven't recently visited our revised web site, Eaganm.com , you should do so. On your first visit, you will have to reset your password. To do that: Choose 'Membership Login' in the top right of the website page; A red log-in box will appear. Just click the 'Lost your password?' phrase that is directly below the red box. Another box will appear where you will enter your user name (first initial of first name plus last name; no spaces) or you can enter your email address of record. Then click the 'Get New Password' box. You will be emailed a link that allows you to enter a personal password. Follow instructions received in the email. If you have any trouble, or have questions about the site, please let Mario know. His contact information is in listed at the bottom of this page.
- ◆ Attention EAGA Wives and Significant Others: Note from Denise Kenny - We will be meeting on Thursday, Feb. 4th at LePeep (Jefferson and I25) at 11:00AM. I would greatly appreciate an RSVP to denise@trucksunique.com so I can reserve a table. Looking forward to meeting everyone!
- ◆ Samples of posted warning signs:
 - "Due to the increased price of ammunition, don't expect a warning shot. Thank you for your understanding."
 - In Texas: "In case of a tornado, go immediately to Cowboys Stadium, there is no chance of a touchdown there."
 - "No Trespassing! I own firearms ... and a backhoe."
 - "Do not cross this pasture unless you can do it in 9 seconds or less! The bull can do it in 10."

Badge Board Greeters

Feb 2nd	Phil Menicucci
Feb 9th	Raul Rodriguez
Feb 16th	Rick Reese
Feb 23rd	
Mar 1st	
Mar 8th	

Upcoming Speakers

Feb 2nd	Manny Ortega - Ortega Appliance Service
Feb 9th	Michael Edwards - New York Life
Feb 16th	David Rodriguez - Computer Solutions Group
Feb 23rd	
Mar 1st	Gary Beck - Concentra
Mar 8th	

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