



[Photo credit](#)

30 million dollars. That's how much [a 1954 Mercedes Benz just sold for at auction](#), which is a world record. That's a fair bit of money for a commodity item. In this episode, I'm going to be talking about how you can actually charge a premium and get paid more instead of being a commodity or selling the lowest-priced offering in your marketplace.

Great Customer Service

So I just got back from an event, and I saw Mr. Wonderful Kevin O'Leary, talking about things that he looks for when he's investing in a company. And one of them, which he places a value on, is customer service. And I'm talking about real customer service. The sort of service that I get from Greg when I catch a Qantas flight in the business class. You see, Greg is different to all the other people. He goes out of his way to make sure that you're comfortable, that he takes your jacket, that he gives you an extra little champagne, that he makes sure that you're comfortable when you're asleep. He even looks after you during the night with a special warmed up cup of cappuccino or espresso instead of having the filtered stuff. Because Greg

puts himself in your shoes. Greg knows what it's like to offer service. That's why I'm more likely to pay more for a Qantas flight, than to just look up the cheapest fare or take the lowest bidder.

How To Be Noticed

If you have a look at Gatorade, and then there's Powerade. You really have to stand out if you possibly can. So if you've got an ability to add some extra customer service, do it in your business. Have a look at how companies like Apple make you really love the product. I notice that Dell just went private, they've purchased back the company. Michael Dell's really going to have to look for that softer side if he wants to be successful the next time around. Because the first time they were all hard and about numbers. So if you want to be a "me too" marketer, make sure that you have other things up your sleeve. There's so many people willing to copy you in the marketplace.

Today's action step is to think about how can you come to the market a little bit better, a little bit different, a little more service-oriented than your competitors. How can you stand out – just like Greg does on the Qantas flights? I'm James Schramko, speak to you soon.

Sponsored by:



<http://www.SilverCircle.com>