



Small Business Case Study



Who Loves Ya >> Baby?

You may remember from live television and popular reruns a show in the mid 1970's simply called *Kojak*.

The very popular actor of the day, Telly Savalas, starred as New York police detective Kojak known for his tough talk, lollipops and shiny baldhead.

Every episode, viewers were guaranteed before 60 minutes was up that Kojak would solve his case, get his man (or woman) and leering several times, "*Who loves ya baby*".

Telly, with over 40 movie appearances to his credit including James Bonds 1969 thriller, *Her Majesty's Secret Service* was immortalized in television history with four words, "*Who loves ya baby*".

because people watched how he was so effective in using that one liner to build relationships and gain insights to solving his case.

Building valuable client relationships

It is easy to look back and see how Kojak built trust with his

"an emotional or sexual affair and in having correspondence or key signatures that are relevant"

suspects to gain valuable information and the very things he needed to win each case and have millions of viewers back for more the following week.

We can learn a lesson from Kojak in building the trust factor that over time, gave him the

edge in key relationships that helped him solve fictitious television crime or for us, everyday business situations.

One dictionary defines the word *relationship* as "the state or mode of being related such as by blood or marriage".

Another dictionary defines the word *relationship* as "an emotional or sexual affair and in having correspondence or key signatures that are relevant".

If we are referring to our clients, we would do well to be pretty clear about our "relationships" according to the varying dictionary definitions.

We know good relationships are fundamental to maintaining any competitive edge in business and to succeed in business, we normally compete on service, price or in our valued relationships.

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Who loves ya baby?

Service Please

This can be a great area to maintain and build good relationships. People as consumers expect a varied range of service and reliability in their purchases of products.

For example, McDonalds is not known to have the best restaurant food however, they can usually back it up with enthusiastic service, clean bathrooms, good operating hours and a wide range of food choices.

Success in business can usually be tied to one's personal drive, their skills, who they know and who knows them, referrals, business generation ideas and professional networking

If you are a parent or have a few nieces or nephews or a young sporting team in your car on the weekend - when they are hungry ...Big M usually gets the nod from everyone and why?

They cover the basics of quick and reliable 'same taste' cheap food at a place that is well known for coverage of the essentials of safe environment and fast turn around service.

A Better Price Please

As consumers, many of us look for the best price we can find, however, that doesn't always mean the best value. It is hard

to find any company that can give five star services on a four star budget ... something in this equation has to give.

Qantas Airlines for example does not discount its' first class seats. They are almost always booked weeks, if not months ahead. You can find some values on business class from time to time if you are a American Express or Visa Card Gold member and almost any option on advanced economy seat bookings or "package vacations or holidays" if you shop around.

First class has a price to pay, and of course, so do the benefits that are reserved with it.

Top Client Relationships

In studying Fortune 500 Companies CEO's and MD's to leading owner/operator businesses, I have learned a number of truths. Success in business can usually be tied to one's personal drive, their skills, who they know and who knows them, referrals, business generation ideas and professional networking that can be generated from all these factors.

When working with clients or customers long term, the value of a relationship nearly turns into a partnership or friendship as it is often based upon the trust that has developed.

The key to building any long-term relationship is to bring value to the partnership. Once your client

relationships understand that their needs are being met, then you can be almost 100% guaranteed that you will gain in some type of reciprocal manner.

Last thoughts

Build good relationships and the referrals and recommendations will be knocking at your doorstep in the future. When your clients and customers love you for what you or your team or business does for them, you will have gained both raving fans and advocates so needed to remain and prosper in business today.

Once that happens, you won't have to think about "who loves ya baby" you will know.



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About the writer

An accredited professional speaker, Rob Salisbury served two years as President of the NSW National Speakers Association of Australia, leading the team that rebuilt NSW into the largest

speakers chapter of 65 worldwide. He is a USA certified Tom Hopkins Sales Trainer and specializes in field-tested sales, marketing and business promotion methods that clients bank on.

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