

CHAPTER 23

WHY THE INSIDE VIBES MATTER TOO

“No one can make you feel inferior without your consent.”
~ Eleanor Roosevelt

At Hughes & Stuart Marketing, we had a small retailer who hired us to conduct a marketing audit. We looked at the company from a true marketing perspective—inside and out. How does the company look to their consumers? Why do people buy or not buy from them? They had no idea. The story, once uncovered, answered why their sales had dropped off—bad press. It so happened that a local critic, and well-known blogger, had patronized the shop and received a less-than-welcoming experience. Not once, but three times. The shop owner had no idea; he only knew sales were suddenly starting to lag. It should be noted that the shop was a wonderful place—in existence for many years with incredible products and just the right environment for what they were selling.

This case is an unfortunate classic situation for small businesses where when an owner doesn't decide the company's profile, one will be created by the employees. In the case of this shop, the employees' profile to the customer was a total disconnect from the owner's, who had put his time, money, and passion into the business that was being undermined without his knowledge.

The owner (semi-retired) was completely unaware his story was one being dictated by his employees. The customers' story for the shop was one of being an unfriendly place to visit. The employees were very busy filling orders for existing customers and felt busy enough that they had no need to welcome or be outgoing to new customers. So the story out there was one that wasn't consistent with increasing sales.



If you have bad press through the written word or verbally via word-of-mouth, never ignore it.

If you have employees, you must make sure they provide exceptional service and sincere attention to all customers. So what do you do with a business that has bad vibes? In smaller companies, a little tweak here or there should correct this common problem. Sometimes people rub other people the wrong way, especially employees who work closely together day after day. That's part of human nature. People have different personalities and work styles, moods, and emotions. However, what we've found is that companies (of all sizes) often lack internal awareness and appropriate training. If there is no training program and ongoing supervision checks in place, an outside marketing consultant can be brought in to assess the situation. He or she will find out what's going on followed by insightful recommendations on what to do about necessary

improvements. Occasionally, it may be an employee issue that cannot be resolved, but more than likely, open communication can result in positive change. Unfortunately, there are occasionally employees who will never be a good fit. They need to be replaced. There are also valuable employees who, without direction, can be a burden on your operational efforts and corresponding bottom line.

Understand that “all the horses need to enthusiastically pull the wagon in the same direction” and you will substantially increase your business model for success.

Inside Vibes Preview