

# TITAN TIMES NEWSLETTER

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TITAN BUSINESS DEVELOPMENT GROUP, LLC

## Some Advantages of Offering Exclusivity



Offering exclusive products, services and/or memberships can be a viable strategy for some businesses. By adding exclusivity to your arsenal of offerings, you are often appealing to your customer's sense of entitlement. By being able to access exclusive products, service, and/or memberships, your customers may feel special and pampered. The retailer who offers exclusive products, services, and/or programs also has less competition from other 'me too' offerings in the marketplace.

As a result, this savvy retailer may be able to charge a premium for this exclusivity for which customers are willing to pay.

### Types of Exclusivity to Offer:

Basically, there are three approaches in regard to offering exclusivity to the marketplace. First, you can offer exclusive products. Exclusivity of this type can take many forms. For instance, you could be the exclusive Rolex dealer for the tri county area. Another example would be that you have an exclusive right to a certain configuration of a commonly purchased product, like having NASCAR's Jeff Gordon limited edition, autographed widgets. Probably, at the extreme end of exclusivity would be custom designed products. Handcrafted and hand finished furniture designed to the customer's specifications would be an example of an exclusive product.

The second approach deals with offering exclusive services to your customers. For instance, you could be the only authorized dealer for the service of Rolls Royce automobiles. In addition, you explore bundling several services in a unique package, which you could offer exclusively to your customers.

The third approach is to offer exclusive VIP groups. A VIP Group is a marketing tool designed to reward your customers for their patronage and to encourage their future loyalty. There are many stylistic variations on this concept; but, in its most basic format, your customer is issued a member card that keeps track of his purchases and after a certain number of purchases, he receives a free good, service, and/or discount. *(continued)*

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Do not underestimate the power of offering exclusivity to your bottom line. You can take your exclusivity up a couple of notches by having, say, Silver, Gold, and Platinum levels of exclusiveness. In return for their attainment of such a level, they are ensured that the average Joe off the street will not be wearing the same clothes, for example.

The benefit to you is that your customers seeking exclusivity have little problem paying for it. These are not the typical bargain shoppers. Another benefit to you is the ‘halo’ effect that such exclusive offerings have on your entire retail portfolio. Quite frankly, you could increase foot traffic just by offering exclusivity and may end up selling more of your non-exclusive offerings as a result.

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### *Masterful Quotes*



*“I challenge you to make your life a masterpiece. I challenge you to join the ranks of those people who live what they teach, who walk their talk.”*

*- Tony Robbins*

*“If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success.”*

*- John D. Rockefeller*

*“If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.”*

*- Ray Kroc*

## Six Tips on Leadership

It is simply impossible to become a great leader without being a great communicator. While understanding great communication skills is a definite accomplishment, being able to appropriately draw upon those skills fluidly can take some work. Oddly enough, the key to becoming a skillful communicator is rarely found in what has been taught in the world of academia. From our earliest days in the classroom we are trained to focus on annunciation, vocabulary, presence, delivery, grammar, syntax and the like. In other words, we are taught to focus on ourselves. While I don't mean to belittle these things as they're important to learn, it's the subtler elements of communication that are rarely taught in the classroom (the elements that focus on others) that leaders desperately need to learn. It is the ability to develop a keen external awareness that separates the genuinely great communicators from those who muddle through their interactions with others. In this article, we will share a few of the communication traits that if used consistently, will help you achieve better results in the workplace.

1. **Try not to speak disparagingly about others.** In most cases, people don't trust or open up to those that have a demeaning attitude or reputation. Trust is created and can't be demanded.
2. **Get closer than an arm's length away.** If you don't allow yourself (or others) to get close, you may only end up with a sanitized version of the truth. Don't be afraid to develop meaningful relationships.
3. **Communicate with clarity.** It is critical that you know how to cut to the chase and hit the high points, and that you expect the same from others. Without understanding the value of brevity and clarity it is unlikely that you will ever be afforded the opportunity to get to the granular level as people will tune you out long before you ever get there. Your goal is to weed out the superfluous and to make your words count.
4. **Focus on the leave-behinds not the take-aways:** Simply said, when possible, try to leave the other party with something new, informative or exciting – let them feel they've received more from the conversation than perhaps you did. It usually leaves them wanting more exchanges with you.
5. **Practice your listening skills:** communication is a two-way street. Otherwise, it is just a speech, plain and simple.
6. **Speak to groups as individuals:** Leaders don't always have the luxury of speaking to individuals in an intimate setting. Great communicators can tailor a message such that they can speak to 10 people in a conference room or 1,000 people in an auditorium and have them feel as if you were speaking directly to each one of them as an individual. Knowing how to work a room and establish credibility, trust and rapport are keys to successful interactions.

Bottom line...The leadership lesson here is that communication is largely about clarity and personalization. It is about helping others by meeting their needs, understanding their concerns, and adding value to their world. If you can better do that, then you have become a more effective leader.

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