

Growth Guru Guild

A monthly newsletter for Growth Guru partners and friends
February 2024



The Customer is Not #1

Wow! What a title for a letter going to our customers! I'm sure you're asking yourself "Aren't we the most important thing to Growth Guru?" No, and to make matters even worse, you are not in our top three. While it's easy to say our customer is number one, at least for this business owner, our team, our product, and processes come first. For without those, I have no customers. The same is true for you.

I Love My Customers

At Growth Guru, we love our customers, and we want the best for them. Everything we do is with the best interest of the customer in mind. However, we all need to remember who is truly the most important. Many years ago, the company I was leading changed the minimum order policy for our customers. All customers were proactively notified of the upcoming change. We even posted the announcement on the entrance to our customer service department. A few weeks after the policy took effect, an angry customer walked into our customer service department and started yelling, pounding his fist on the counter and cursing at one of the service team members. It was so loud I could hear it in my office 50 feet away. I walked out of my office directly to the customer, got his attention and asked him to leave immediately. Of course, that made him even angrier.... I'd be happy to share the rest of the story at another time. While exceeding customer expectations is important, it should never come at the expense of employee safety or respect. While this was an extreme example, similar but more subtle interactions between your team and customers are happening every day.



The same is true of your products and processes. They need your attention. While your team members may be the heart of your company, your products and processes are the blood running through your veins. Without either, the body cannot perform for the customer. Our job as leaders is to make sure both are running efficiently and effectively.

This February, show your customers true love by prioritizing your team, products, and processes. When you do, you will attract more customers, your team will love working for and with you, and who knows, you may learn to love your business more than ever before.

If you would like more information about attracting and retaining loyal customers, creating a team who enjoys working together or even rediscovering your love for your business, we would love to talk with you!

Sincerely,
Rick Faber, Guru, and Founder