

5 Steps to Creating Great Products and Services

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They don't teach you that at Harvard either... How do you create a killer product or service quick?

1- Create something that you are passionate about

You know that you are very good at one thing, at least one. And, you are passionate about it. So use that talent and passion to create a product or adapt an existing one to fit a strong need out there. Chances are you can create something that few people thought of. You have just a bit of time ahead of the competition.

2- Listen and pay attention

To know what people really need, you have to do one thing really well. You need to listen. You need to hear what people are asking for. You must hear your customers, your sales people, your employees, people around you, and yourself! A ton of information is coming your way, just pay attention. Then test by asking: "How do you like that?" and listen again.

3- Be Flexible and Creative

Recently, a small French Cognac producer was at the edge of bankruptcy. Drinking his large inventory by himself was out of the question. So, he tainted his Cognac blue, added sugar to it, a bit of juice and started selling it in the US. Today, there is more demand that he can handle! If you can be that flexible and creative, you are a heck of an entrepreneur.

4- Give your clients attention

People want one thing more than anything, it is attention. A successful spa owner in San Francisco religiously trains his staff to make his clients feel that they know them really well and remember what they talked about last time. Make your clients feel special. They will come back for that bit of attention.

One way to give them attention is actually to inform and educate. Tell them how much care went into the product, how it came about and how to get an optimal experience with it. If you can, contact them later with yet another bit of information. Remember them, they will remember you.

5- Do the right thing and do it right

With today's competition, you have to nail all aspects of your business. Everything you do must be top notch. Here are examples of how you can do just that:

- Make things as simple and easy as imaginable. And then simplify some more
- Don't just sell and walk away. You can charge more when you listen, explain, inform, propose concrete solutions, engage yourself, follow through, call back and respect your engagement
- Bend the rules to make a customer happy.

There is a lot of competition out there but a top notch approach will give you the results you deserve. Go out there and express your passion through your quality work.

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