

The Lantana experience

Ashley Latter, 'The Selling Coach', says it's the small things that matter



TO develop a long-term profitable laboratory where you get your customers recommending you to their colleagues, one of the things we need to do is to exceed their expectations. Meeting them is probably not enough. Please allow me to share with you a story on how a holiday complex keeps exceeding our expectations.

The Lantana is a small complex in the south of Sardinia with around 40 apartments and villas. I am not usually one for going to the same place. However, our kids love the complex, the beaches and the town and we always have a superb holiday. This year we took some friends with us. This was our fourth time and yet they still exceeded our expectations.

I have to say, on the day of the holiday I started to get nervous and began to worry if our friends would like the venue and town, and I started to think that I had oversold the complex. You have heard the expression "over-sold, under-deliver".

Well I needn't have worried as we had probably our best time ever in the complex. The staff could not do enough for us; even the maids remembered us and our names from the last time we had been there.

There were cakes waiting for us with a note welcoming us back. It was like visiting our friends. Every night we went to the bar, our favourite drinks were ready for us and the staff could not do enough.

One story to highlight the brilliant customer service we received was when Jack, who was in my friends' family, took an interest in the amazing cactus on the complex and two days later the owner of the hotel bought in a book on cactus and gave it to Jack.

You should have seen the smile on his face when he received this book – a lesson for us all on how to run our businesses. Such a small thing the owner did to light up and make Jack's holiday. Six months later he still talks about the book.

My thought to you

Is there a small thing you can do in your laboratory that will exceed your customers' experience and give them a brilliant experience of your business? Small things that add up make a big difference.

When we go the extra mile, it can make an outstanding difference to a person's experience.

My suggestion is to have a team meeting and brain-storm ideas that you

can apply to give your patients a real world-class customer culture.

You will be amazed at the ideas that you will receive and implement.

- Over the last 10 years, Ashley Latter has coached over 3,400 dentists and their teams on his two-day Ethical Sales & Communication Programme. Open to technicians as well, the

programme is designed to help lab owners and their teams to improve communication skills and build stronger relationships with clients, ultimately leading to an improvement in uptake of services by helping them to say "yes" ethically. In addition, the programme coaches participants to develop new skills so that they can become more comfortable talking

money and achieving the prices their services deserve. The course offers 14 hours' CPD and various support materials. Course fee is £895 (plus VAT); additional team members £595 (plus VAT) each.

For further information on dates and venues, contact Carol Golcher on 0161-280 5837 or visit www.thesellingcoach.co.uk.



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