

Financial training For non financial staff



The financial training specialists

Drinking cider (profit)

In our recent holiday in Bath we just had to have some of the local tittle, and discovered “The Stables”, who do a “tasting board” of five small glasses of different ciders.

Our tasting board ranged from sweet to dry, some were sparkling, some weren't, all were good, and a couple were truly excellent. We had also the pub lunch to mop up all the alcohol. It was probably our best lunch of the holiday!

When I paid the barman I told him how much we had enjoyed lunch, what a great idea it was, and how we had found out about it. He was pleased we had seen the advert: his comment was “I didn't know anyone read that magazine”. And there's one problem: how do we let prospective customers find out about us?

His other comment was that there were 400 eating places in Bath, and standing out from the crowd was a real problem. I can believe that – we were spoilt for choice with places to eat and drink.

And that highlights a problem for all of us. How do we differentiate ourselves so customers choose to come to us rather than elsewhere? And how do we do that profitably?

We can be the cheapest (but then it's hard to be profitable). We can be experts in a specific area, or we can cover a wide range. We can major on quality.

What makes your business different, and what attracts your customers to you?