

## Stand Out in Your Business

Written by Steve Marr  
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Frequently I have consulting clients who become concerned about too much competition in their industry. I share that 80% to 90% of competitors perform at C or worse, providing a good opportunity for anyone who's willing to take the steps to excel.

For example, I tend eat out less for several reasons including my desire to eat healthy. However, my experience is that a lot of restaurant food isn't particularly great and not a good value for the money you spend. Why should I spend \$20 plus for dinner and tip when the meal isn't that appetizing? If the manager or owner was objective about the quality served at customers' tables, they would understand how it represents a good reason for the empty tables.

Recently I met with an Internet marketing company who worked by a monthly contract. The previous month there was clear communication about what I expected within the time allocated under the agreement. However, the work wasn't done. The company had logged hours but a review of what they accomplished versus the time charged didn't offer good value for the money. When I confronted the owner with this along with other past examples, the owner simply said, "Maybe we're not the right company to serve you." I agreed with him. They didn't accomplish the agreed upon work. They simply put in their time and promised to do better next time. Not an acceptable answer.

Paul wrote, "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving." (Colossians 3:23 – 24, NIV) A takeaway from this verse is that our work should not be just good enough to get by; we need to excel in order to stand out. How do we feel if we enter a business displaying the Christian fish sympon the door and receive sub-standard service?

There is a good breakfast-lunch restaurant I've stop by a few times. Usually I go to establishment A, but one day I decided to try another place. The price was fairly expensive and the food was mediocre. I asked the manager how business was. He reported that things were slow. He blamed it on the fact that a lot of people are not going out to eat as much anymore. I didn't want to get into a consulting session, but I thought that his business was slow because the place next door served better food for less money. He needed to adjust to what his market wanted.

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I have said this many times but for a business to be successful the steps are easy:

- Do what you say you'll do.
- Do it on-time.
- Do it at the price you quoted.

When you execute expected delivery and provide reliability regardless of how many competitors you have down the street, your business will stand out and be successful.