

BY ROB FEY

We are living in a day where Ford has teamed with Maytag to equip Ford Windstars with washing machines, dry vacuums, freezer and microwaves to help time-poor parents accomplish more while on the way to dropping their kids off before work! This takes multitasking to a new, rather sick level! A recent survey by Roper Starch Worldwide documented the trend in research that correlated the need for extreme high-speed lifestyles to be countered by products and services that create more balance. Consider these counter-market opportunities for your customers.

Slow Pace Vs. High Pace

Hyper speed is a key selling benefit of many products and services from computers to car insurance. At the same time, relaxation services and day spas

site end of the continuum Virgin Airlines did.

Instead of going the way of Southwest Airlines, providing less and charging less, Virgin Airlines chose to

Unless you are lucky enough to have generation a X-er geek in your immediate family, chances are your ability to adopt new technology has been hampered by onerous complexity.

Honda espouses simplicity, as does Apple computer. Consider how your firm can re-invent your products and services to make them simpler. The answer is probably not to add more technology but rather to have more human support aided by technology.

Focus Vs. Multitasking

Windows software has helped business accomplish more in less time bringing us the concept of multitasking. Yet this technology has also helped create this same expectation for every other part of our existence. Attention deficit disorder has reached epidemic proportion

Extreme Marketing

The fast paced world of cramming more into less time has created a new market space for marketers to help restore balance in their customers' lives.

are growing at an even faster rate. Consider ways to make your encounter with customers a respite from hyper speed. Ideas can be as simple as providing calming background music that not only creates a quite mood but also can increase sales. Retail studies have shown that relaxing music slows people down and as a result they stay in the store longer and buy more (one study documented as much as 38% more!)

Pay More, Get More Vs. Pay Less, Get Less

Pay less, get less businesses have created a large market space over the past decade. Extreme marketing suggests exploring the market space at the oppo-

site end of the continuum Virgin Airlines did. Instead of going the way of Southwest Airlines, providing less and charging less, Virgin Airlines chose to provide more service and to charge more for the service. Virgin created a new definition of first class by installing showers, spa services and complete locker rooms in their terminals for international customers. If you are going to be up all day after an eight-hour flight, who wouldn't want to take a quick shower while waiting for their luggage? Consider how you can incorporate premium services for your customers.

Simplicity Vs. Complexity

Complexity theory was the buzzword and the subject of a multitude of business books a few years ago. Today, books on simplicity are the rage.

in businesses, creating demand for services that help create focus such as retreats and mentors. How can your organization help clients achieve greater focus and clarity?

Making Space Vs. Making Plans

Back-to-back meetings and non-stop e-mails and voice mails make calendars tight. Consider how your products and services can give some time back to customers to create space. Studies have shown that people value getting back something they lost more than receiving something they never had. Time and space givebacks whether it's canceling a meeting or making products and services hassle free are



supreme opportunities. Better yet, if you don't know how to give back time or breathing space to a client, ask them. You'd be surprised at the answer you may get!

Subtracting Vs. Adding

Just how many credit cards or affinity cards can you add to your wallet or purse? Leading companies like American Express have discovered that the way to win a new customer is to help them subtract things versus adding things. How can your company subtract things from your customer's list of things to do? Eliminating forms or the number of steps required of customers are two basic yet effective ways of subtracting hassle from your customers experience.

Trust Vs. Distrust

The lack of trust among consumers has never been higher. Companies like

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Fisher Price toys have been quite successful because young families trust the products and services that carry their name. Trust is essential for any meaningful relationship, yet is often assumed. What facts can you communicate to your customers that would increase their level of trust? Simple things like pro-actively communicating policies in handling confidential information or safety policies and procedures all are good places to start.

Consider exploring the opposite extremes in today's business world. Giving clients back a little bit of the peace of mind that they have lost in the last decade will create lasting value and help differentiate your organization from the rest of the pack. [n](#)

Rob Fey is a partner with BeaconFey a full service health care marketing and communication firm. 410-583-1203 Ext. 150. Rfey@Beaconfey.com

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