

# **An “EXPERIENCE”**

**Mike Stickler**

**When was it? You know...the last time that you had an “EXPERIENCE”.**

**I was visiting a company a few days ago when the discussion turned to those darn customers...the eternally elusive “never satisfied customer”...we still, even today hold and applaud that ideal. We talk about “service” and “quality” as key drivers and attributes of value added from our perspective (most of us not caring what the customers perspective might be).**

**I am working hard at becoming an extremist at everything...so here goes...I totally reject the entire notion of “satisfied customers”! I think it’s dumb and a waste of time and effort...today, tomorrow, next week... it doesn’t go nearly far enough!**

**I propose a different approach...instead lets create an “EXPERIENCE” for our customers, something so profound that it shapes their perspective as to what is now acceptable performance from a supplier/partner. An “EXPERIENCE” that redefines the paradigm for your entire industry...while at the same time, putting your company solidly so far out in front of the competition that there isn’t any!**

**The key is that the experience must trigger a deep emotional response (like when Old Yeller died). This type of “EXPERIENCE” is never forgotten and it leaves an indelible never fading memory. A warm feeling that goes way beyond satisfaction...for it to truly to be a full fledged “EXPERIENCE” it must make your world and your customers world wobble on it’s axis.**

**Think back...when was the last time that you had an “EXPERIENCE”?**

**More importantly when was the last time you gave your customers one?**

**Anyway that’s what I think...how about you?**