



*Rock Solid Research. Rock Solid Results.*

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# GET CLOSE TO YOUR CUSTOMER



## Less is more. Get to the point. Time is money.

From our first day in the business world, these are our mantras. We're taught to be highly-efficient. To get as much done as possible in the least amount of time.

These days, a host of technology options urge us to move even faster. We email, text and tweet our customers. Post updates about our business on social media. Save time and travel costs with video and phone conferencing.

Clearly, we're a lot more efficient at **doing** business. But are we less effective in **building** business?

## Are we close to the customer?

In 1982, Tom Peters rocked the business world with his concept of being "close to the customer" in his groundbreaking book *In Search of Excellence*. He exploded old myths about what makes a company successful — and revealed the critical differences that make or break a business.

- **Short-lived companies have short-term tactics that result in short-term client relationships.**
- **Companies in it for the long haul have an unwavering, uncompromised focus on the customer.**

That means truly knowing your customer's industry, understanding their challenges and opportunities — and **helping to solve their problems.**

**It means showing up.** Meeting your customers in person. At the office, over dinner, at civic events. The location doesn't matter. What's important is taking the time to be there for them. In these enjoyable, relaxed settings, you'll really get to know your customers and discover what they really need.

For example, we recently gave a keynote presentation to the investors for the Tampa Bay Partnership, as part of their two-day annual investor retreat. Their #1 goal? To convince the top medical manufacturing and research organizations to locate or expand to the Tampa Bay region.

But first, they needed to find out how the decision makers at these organizations actually perceived Tampa Bay. That's where MEG stepped in. We not only provided important data and insights from these leaders, we offered to freely share our research at their annual investor retreat.

By taking that extra step, **we solved a customer problem.** Tampa Bay Partnership received a seasoned speaker to present valuable, timely information to their members — relieving them of the burden of having to take care of it themselves. It also gave us the chance to make key connections with top leaders in a growing, thriving business community.

**Learn by listening to your customers.** Tom Peters emphasizes this critical concept. By developing a relationship beyond phone calls and emails, you'll discover new ways to make your clients' lives easier — and help make them look good.

- Small customizations in your product or service to benefit a customer's unique needs
- Sharing your reliable sources — for example, a trusted vendor
- Suggesting new ways to use an existing product or service

It's a strategy that transforms you from being just another service provider to being a trusted partner in your client's success. And it's all by staying "*close to the customer.*"

Now that's good for everyone's business.



*I welcome your thoughts, feedback and experiences with getting close to your customers.*

Barry A. Quarles  
President and Director of Research

barryq@meg-research.com • 800.549.9327

# Getting Close to the Customer: MEG President Addresses the Florida REALTORS® Annual Statewide Convention

The annual Florida REALTORS® Convention and Trade Expo “Rocks Business World.” The energy was truly electric. More than 2,500 influential REALTORS® from around the Sunshine State attended.

MEG President and Research Director, Barry Quarles made five formal presentations of the Florida REALTORS® Annual Membership Study to their:

1. Executive Committee
2. Strategic Planning Committee
3. Association Executives’ Council
4. Local Board Presidents’ Exchange
5. Industry Data and Analysis Forum



In addition to the five formal presentations, Quarles met individually and in small groups with over 100 REALTORS® to delve into how the research could benefit their Local Board of REALTORS® and individual members in their residential real estate business and more importantly help them sell “more” real estate.

The Membership Study (which MEG has done for the Florida REALTORS® since 2007) reported rock solid data from 800 members. More importantly, the presentations and reporting did not stop with the data. Instead, MEG focused on how Florida REALTORS® can:

1. **Help their members** enhance their residential real estate business and their sales.
2. Communicate the way their members want to **consume information** whether they are Gen Y or Boomers.
3. Deliver **new or enhanced benefits and services** that their members want and need.
4. Provide **new training and educational tools** that members desire.
5. **Leverage trend information** to help the overall Florida REALTORS®, the Local Board of REALTORS®, and individual members adapt to a rapidly changing marketplace.
6. Offer new types of **information, direction, tactics, and strategies** to help their members.



## Are you close to your customer?<sup>1</sup>

Companies in it for the long haul have an unwavering, uncompromised focus on the customer. That means truly knowing your customer’s industry, understanding their challenges and opportunities – and helping to solve their problems.

**It means meeting our customers in-person.** At the office, over dinner, at industry events, just like this convention. In these types of settings, we really get to know our customers and discover what they really need.

**We learn by listening.** By developing a relationship beyond phone calls and e-mails, we discover new ways to make our clients’ lives easier – and help make them look good and prosper.

It’s a strategy that transforms MEG from being just another service provider to being a trusted partner in our clients’ success. And it’s all by staying **“close to the customer.”**

The Market Enhancement Group, Inc. (MEG) provides clients with full service, state of the art market research.

We can help you create a new market strategy or make the most of your existing products and services. To learn more about how MEG can benefit your organization, contact us today!

800.549.9327  
info@meg-research.com  
www.meg-research.com

*We invite you to share this newsletter with your colleagues. If you’d like to be added to our weekly email updates, please let us know.*

<sup>1</sup> In 1982, Tom Peters rocked the business world with his concept of being “close to the customer” in his groundbreaking book *In Search of Excellence*.