

Inside Reality & Outside Perception

I believe this concept was first coined by business growth specialist, Jay Abraham. It pre-supposes that there are 2 sides to every business and achieving the right balance of both is critical to growing and sustaining a profitable revenue stream.

Does it frighten you that your prospects don't view you as any better, different or worse than your competitors?

This is simply disconnect / misalignment between your business inside reality and its outside perception.

Inside Reality

Your Inside Reality is who you are to your internal customers. It's your system, operational processes, client experience program, onboarding system – it's why your customers do business with you, why they recommend you and spend more for your product ... the actual value you bring to the marketplace.

"Please understand - to satisfy the external client, you must first satisfy the internal client."

You've honed your entire business for 'standard bearer' deliverables. Best staffing. Training / development programs. Attitude & passion.

Is your inside reality pervasive in your organization ...systems, processes, employees - your culture. Is everyone aligned / connected and speaking same internal language.

Outside Perception

The **outside perception** of your business is what customers, perspective customers, suppliers and everyone else thinks about your business Inside Reality.

Too often, these do not match.

If your inside reality is indeed superior and is excellent, then you'll continue to get referrals and retain your clients. You may also be charging above market rate for your product / service. This is aligned / connected business.

Now, hear this ...

Most of your prospective clients form their perception through your communications – sales / marketing / advertising. Your prospects may not view you as any better, different or worse than your competitors.

Why? Platitudes.

Inside Reality and Outside Perception don't match. A platitude is *“a flat, dull, banal or trite remark, especially one uttered / expressed as if it were fresh or profound or important ... expressed as if it were original or significant”*.

Example: best ingredient, one of a kind, simply the best, superior quality, in business since 1936 ...

We're not saying those platitudes are not true. The issue is how they're expressed. The test is, “can any your competitors SAY the same things.” Even if they're not.

Without distinction – prospective clients shop on price or convenience.

You need to build a pinpointed case for your product / service and doggedly ... creating an aligned / connected business.

“Marketing is salesmanship multiplied”
John Caples, Advertising Method

All communications should:

- attract / capture the attention of your marketSpace
- clearly communicates your inside reality – differentiating you, aligning both inside & outside
- offers a low risk offer to take the next step in the sales process

But, what if ...

Both Inside & Outside Bad

The business isn't very good at what it does (or does it at too high a cost). Everything needs to be fixed before the business can really be competitive.

Marketing at this stage will only serve to frustrate both ends of the business. Social media allow the voice of dissatisfied customers to be heard by potential buyers makes this a risky strategy. Good staff will leave for a better working environment.

This deserves a thorough discussion. So, let's leave that for later ... Internal Discovery – internal capabilities, risk reduction, strategic review, etc.

Inside Good & Outside Bad

This is simply good marketing fix. Building a case (like an attorney would) ... assuming your business is on trial, a life or death sentence. Where your marketSpace is the jury. They will vote with their spending power.

Inside Good, Outside Good

Perfect. You're an aligned / connected business. This is ideal – you're experiencing profitable, sustainable revenue growth. Sales, Marketing, Service & Client Retention are connected ... plans are in place in be more vigilant in all these areas. New market opportunities. You're franchising the entire process, continually aligning both inside reality and outside perception.

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