



**STOP
MARKETING**

**YOUR CUSTOMERS ARE
DYING TO DO IT FOR YOU**

**HOW TO BECOME
“REMARK” able™**

BLAINE W MILLET

From the Author of *“Creating and Delivering Totally Awesome Customer Experiences”*

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This book will let you create a truly differentiated business your customers love and your competitors hate! It shows you how to turn your audience into your Advocates and Marketing Agents™ who are anxious to tell others how incredibly awesome and amazing you are and literally Do Your Marketing For You. You get the recipe and formula to become "REMARK"able by being Customer Obsessed...changing your business forever!

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Preface

During a recent business trip, I rented a car. I stopped by the airport rental counter and found the desk unoccupied. A prominently placed sign redirected me to the car lot for pickup. At the lot, I noticed an exceptionally long line waiting to check-in. I felt sorry for the lone associate tasked with looking after each frustrated customer. After two long hours of waiting, it was my turn. I soon discovered the car I had reserved had already been rented to someone else. It wasn't going well, and I was tired.

The counter representative was visibly agitated. Not because I didn't get the car I reserved, but because of the long line facing her and her inability to take a break. I was just another number—an obstacle in her day, an interruption, and perhaps even a nuisance. The only option she gave me was to upgrade at a higher cost, which I had little choice but to accept. It was an unpleasant experience and likely will be the last time I rent from that company. The second time in two weeks, I had experienced this type of treatment from the same company in two different locations. This company had significant issues around training, staffing, and attitude and lacked the culture I desired as a customer.

Contrast this experience with another experience I had when traveling to Japan. My wife joined me on this trip, and I booked our hotel reservations with the same chain in Osaka and Tokyo. Our customer experience was outstanding at both locations. Days before our arrival, I received several welcoming emails from them. They recommended things to do while visiting, arranged a car for transport, arranged translation services, and recommended restaurants. In addition to the basics, they also offered assistance in helping make this an enjoyable trip for my wife, such as spa treatments, local shops, and other points of interest such as historical temples in Kyoto, Japanese gardens, and a guided tour of the grounds at the Imperial Palace in Tokyo.

Upon arrival, we were greeted by name as we stepped out of our taxi. We were ushered into the lobby and met by a personal concierge. We were given water and a light snack and asked about our trip and if we needed anything. The concierge explained the amenities available and confirmed our evening dinner reservations we had planned with a colleague. We were 'enveloped' into their way of treating people that was incredibly warm and welcoming. Our family had a similar experience with the same hotel chain in another country. The staff was passionate about delivering experiences like no other, regardless of the location. They anticipated, personalized, and always exceeded our expectations. Every time. We were grateful and pleased and will return many times to any of their properties.

This experience didn't 'just happen.' It happened because it was integral to the training given to each and every employee. It went beyond their product or service and extended into the very culture of the company. It was an effortless experience that made us feel like a part of their family. They were Customer Obsessed!

In *'STOP Marketing...Your Customers are DYING to DO IT FOR YOU,'* Blaine Millet lays out the case for a different approach and gives us the key to the ultimate differentiator. He gives

us a simple yet incredibly powerful recipe (or formula) to create this ultimate differentiation. Something every CEO and business leader strives for in their career and company. He redirects our thinking from exclusively optimizing our product or service and offers an alternate approach that every leader should adopt. This approach goes well beyond traditional marketing. It embraces a change in company processes, training, and attitudes about the customer, putting them at the very center of company culture. In this new and revolutionary approach, the company literally becomes the product. A new culture is created that 'obsesses' over the customers' well-being. So much so that we, as customers, will go to great lengths to tell others about how famously and incredibly we are treated.

Examples are in abundance of transactions among consumers doing business in a B2B relationship, purchasing products or services, a B2C retail setting, a restaurant or dry goods store, or an online purchase, which have been disappointing and fallen far short of meeting their needs. Consumers are highly selective, and good companies are continually identifying ways to meet each consumer's needs. Excellent companies seek to differentiate their products or services such that their ideal or core customer will consistently return to them. Customers choose companies that deliver an outstanding experience, have earned their trust, and are continually trying to improve their lives.

Companies worldwide are rethinking their customer relationships, how they interact with customers, and anticipating their needs and desires, all to be different, unique, and endearing to anyone coming across their path. Their obsession with their customers is so evident that the customer will gladly retell their experiences to others. The reverse is also true. Customers will describe, in painstaking detail, their bad experiences with unfriendly companies as well. Achieving this utopia of getting others to tell your story and encouraging others to buy from you is the ultimate differentiator. It is what Blaine has given us in this book. It is the magic and answer to what has been elusive to most of us throughout our leadership careers. Now, the answer, and formula, is in front of us with this book.

CEOs that I coach reflect vastly different views on this subject. Invariably, when asked how their company treats or feels about their customers, they answer something like this, 'We love our customers and will do almost anything for them.' However, upon closer evaluation, an inconsistent picture of 'customer satisfaction' emerges, which often cannot be measured or tracked in any meaningfully growth-centric way. 'Customer satisfaction' is measured by the number of rejected products or the number of complaints received from dissatisfied customers. They will try hard to please but leave it up to those who deal directly with the customer to do what they think is best. There is little or no training. There is certainly no customer-centric culture. They will stagnate, and their remaining customers will disappear. They are in a race to the bottom.

Some companies have a great deal of customer turnover, which puts pressure on sales to rapidly bring new customers. Business development and marketing for many companies represent a high investment level, with an uncertain or unquantifiable ROI. The ROI on Marketing expenses is difficult to measure. A 'push' marketing campaign may be well designed and automatically delivered to the client list, but most are ineffective at meeting the customer's need at the time and place they need it.

Wouldn't it be great if this investment was put into developing a culture of obsessing over customers? We would train employees to deliver well-defined processes that are built to delight the customer over and over again. It would distinguish the company, setting it apart

as unique and different. This is an excellent business strategy every leader should adopt. Blaine's approach in this book gives this freely to everyone who dares to change their culture to be one that is truly differentiated in the eyes of your customer.

Most companies desire to please customers but cannot do so on a systematic and repeatable basis. They do not have a reliable feedback system and often experience high rates of customer turnover. It doesn't have to be this way. You have a choice. You can allow everyone in your company to continue doing what they are doing, trying hard to please, but working in an environment where many feel no connection to the customer. Or you can begin to examine your people and processes, take control, and begin to lead your company in a new direction. You can change your culture to one that is customer obsessed. With this book's approach, we can create a culture where you have raving fans excited to tell others about their experience with you and your company.

Blaine Millet has focused on teaching others about the importance of customer-centricity throughout his distinguished career as a consultant, business coach, author, and speaker. His first book *'Creating and Delivering Totally Awesome Customer Experiences'* is a step-by-step guide for companies who have a strong desire to focus on the customer experience.

Now, with *'STOP Marketing, Your Customers are DYING to DO IT FOR YOU,'* Blaine takes the concept and practice of customer obsession to a much deeper level. In the pages that follow, you will learn about 'Why' it is vital to become customer obsessed and gain insights and instruction on 'How' to do it. Blaine provides a roadmap that takes the reader sequentially through the steps needed to completely change the way business is done, creating a customer obsessed and customer-centric organization. The result is building an army of raving fans who love what you are doing for them and are willing and excited to tell others about you. These customer 'fans' actually do your marketing for you.

Frequently, the best business relationships start with a common interest, which grows into a friendship, and ultimately mutual respect for each individual's professional accomplishments over time. I've known Blaine Millet for over 20 years, and he is my good friend. I have a great deal of respect for his work and have learned much from him, utilizing his model in my practice.

An enduring characteristic I admire in Blaine is his relentless passion for helping CEOs and their leadership teams understand how to deliver their services or products to customers with excellence. In the pages that follow, you will learn a better way of operating your business, one that goes beyond the products that you make or the services that you provide.

In Blaine's model, the company becomes the product, executing flawlessly and delivering a seamless and outstanding experience that consistently exceeds customer expectations at every level. And when this happens, your customers (and others) will gladly (and excitedly) go out of their way to do your marketing for you. You have entered into a completely new culture and way of doing business. You have become, as he puts it, "REMARK" able™!

Mike

Michael Langhout

Founder and Managing Partner, Langhout International LLC