

# American Fidelity Titles' Insider's Edition

## American Fidelity Title

### What is the true meaning of value?

Jeffrey Gitomer

Happy Valentines



Giving value is a concept many salespeople and sales executives have a difficult time understanding, let alone providing. Most people think value is all about something the company adds -- some small additional service, something tacked on.

#### Wrong!

Value is something done for the customer, in favor of the customer. The right value proposition will engage, gain interest, eliminate price as an objection, end bidding, curtail competition and double your sales.

Value helps your customer produce more, gain benefit or increase profit. The paradox of this element is that it is the most important of the entire value proposition, and yet it's almost never employed by the salesperson. In most cases, it's the only thing your prospective customer is interested in, and in all cases it's what will create the greatest engagement.

In short, customers want to know what's in it for them. They have to perceive value -- for them. If you don't spell out that value, I guarantee that you will fight a price war. And even if you win the war, you will lose your profit.

Continue adding value after the sale. This is my version of added value. By continuing to provide value, you let the customer know this is a relationship, not a transaction. It is a partnership.

Continuing value has to do with service, help, updates, upgrades, supplies and critical industry information that continues to help your customers produce, benefit and profit from their relationship with you.

The value proposition, if used properly, can eliminate competition. It can set forth factors that make you the only choice

### Are You Taking Your Customers For Granted?

A too common assumption made in the service industry is that your customers will want to come back after doing business with you just once. In other words, you're **assuming that they will be repeat customers**. This is a dangerous and risky assumption.

**Are you taking your customers for granted?** Do you become totally convinced that it is the nature of things that your customers will continue to do business with you? It is very easy to get lulled into thinking your company is invincible, that nothing can change the laws of nature. Well, it just isn't so.

If you do find your company or department in that dilemma, you had best pull yourself out, and quickly. If you don't, **you risk losing your market share to your competitors**. When you take your customers for granted you are also saying that there is room for competition. Someone is going to see an opportunity and a niche, all at your expense.

After you close on your transaction—are you staying in contact with your client? Sending birthday cards or closing anniversary cards? Make them feel special—so in the future when they do decide to buy, sell or refinance their home—you will be the first person that they think of.



*Amy E. Stark*  
Chief Operating Officer

Hoping that everyone had a wonderful Valentines Day! As you know one of the goals of American Fidelity Title is to always provide our clients with information that will be of value to them in the future.

While this is outside of the scope of title, we certainly felt that this may be educational and enjoyable—it was to me.

Top 10 "I Love You" with Flowers

12 long-stemmed roses—The basic classic, for a classy sweetheart

Tulips—Perfect love

Daisies—Innocence, loyal love, purity

Carnations—Fascination, divine love

Azalea —Take care of yourself for me, temperance, fragile position

Daffodil—Regard, unrequited love, you are the only one

Lilies—White, -purity, majesty, virginity. Yellow—I'm walking on air.

Iris— Your friendship means so much to me. Faith, hope, wisdom and valor

Alstroemeria—Give me a break, I'm really sincere

Chrysanthemum— You are a wonderful friend

Regards,

*Amy*

Portions of this article were taken from John T. Self

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The information contained herein is not intended to be legal or accounting advice.

## What is Customer Experience?

Typically, people say things like:

“I felt like he/she understood what I wanted”  
“They treated me like an individual”  
“He/She cared about me”  
“They did everything they could to help”  
“They made me feel I was the most important person in the world”

Most consumers/clients will tell you that it is the people that make the difference.

A *great* Customer Experience is about how it makes you feel.

The following clues give definitions for world capitals. These definitions describe what the capitals (just the city) sound like they would mean.

Example: This capital is something you get from the sun. Answer - Bern (Burn), Switzerland

- 1) This capital is a recently opened store for cooked meats.
- 2) This capital is plant-covered bovine.
- 3) This capital is a tool used for fighting.
- 4) This capital is a royal weight.
- 5) This capital is a cheer for a body of water.
- 6) This capital is the legendary vehicle graveyard.
- 7) This capital is something that annoys a religious figure.
- 8) This capital is a basic digit.

# American Fidelity Title

**Providing Premier Title and Closing Services**

What lies behind us and  
what lies before us are  
small matters compared  
to what lies within us. -

**Ralph Waldo Emerson**

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