

It's never about the price

If you think it's just about the price then lower it. And make absolutely sure that you have your processes so well organised that your lowest price still leaves you with enough money to survive. If, however, you think that it could be about more than just the price then read on.

More value leads to added value

Why would I stay in Hotel A, which is right next door to Hotel B, if I have to pay twice the price for my room there? Is it the smile I get at reception? Is it the flowers and the basket of fruit in my room? Is it the comfortable bed? Is it a sense of hospitality that is not ashamed to show itself? Is it the sum total of all the small but important details that I notice, whether consciously or subconsciously. All of that is worth something to me. Not all of it costs very much. But it is worth something to me. And that is the crucial factor. You will counter that you are unfortunately not in the catering business and that it's very different in the construction industry. If you feel that that's a satisfactory explanation then please save yourself the trouble of reading on. However, if you feel that there could be certain parallels than it may be worth reading a little further.

Create value

"It's never about the price" is the vision. Let's get this clear. If I want to develop in this direction and be able to say at least once, "it is often no longer only about the price", then I have to ask myself how I can improve the things that push the price into the background. First of all I should ask myself quite openly what it is that gives value to my own performance. What are my achievements and impact actually worth, from an objective point of view? In order to answer that it is essential that I actually know what I do. However, that on its own is not enough. I also need to know what impact I have. And further still, I need to have at least an idea of how this impact is perceived by my clients. Only then can I start to understand my own value and put a value on my performance accordingly. To make sure that my value creates differentiation. To convince others that in the long term they can rely on my value. Of course, it goes without saying that first of all I myself need to be convinced of the unique value that my achievements and impact provide. Then I must also realise that my perception of my value may not necessarily coincide with my client's perception of my value. Creating value is therefore also to a large degree about seeing my value through my client's eyes and communicating value through this awareness.

Appreciate value

This offers the perfect opportunity for smaller companies and niche players. If I demonstrate a keen interest in my most important clients and contacts I am showing my appreciation in the nicest, most intense and effective way. The clients and contacts will no longer be able to see my performance and impact in isolation. They will always connect them with the person behind that performance and impact, the person who has such a genuine interest in them. And that brings us on to that all-important word: genuine. A simulated interest may be effective in the medium term and in some cases even in the long term. A better guarantee for the above-average development of success and quality of life and for the achievement of effective long-term value creation is GENUINE interest. When I appreciate the value of the other person. When I make him feel that appreciation. No product and no service in the world can create more value than this attitude and the personal relationship this achieves.

It's never about the price. That is pure provocation. I myself have the chance to allow the price to play a subordinate role. That is the right way to say it. That challenges us. That brings us forwards. That stimulates our ambition to create added value.