



Building Meaningful Marketplace Presence

LW Marketworks specializes in developing competitive advantages for service companies. Our goal is to create a distinguishing advantage for your company or firm. We want to help you build and maintain an organization that attracts business while delivering value and providing meaningful experiences that bring customers back.

Distinguishing a company or firm in the marketplace must go beyond:

- Market awareness
- Gimmicks
- "Good" service

MEANINGFUL CUSTOMER VALUE must be created by:

- Listening to, understanding and responding to customer expectations and how they define value.
- Creating and communicating a well-defined, customer-inspired strategy.
- Developing and maintaining customer-focused delivery systems.
- Hiring, inspiring and developing customer-focused people.

Principles of developing meaningful customer value:

1. Build a healthy organization. Your staff is the translation between your organization and your customer.
2. Identify customer value. From your customer's perspective, not yours!
3. Understand the environment. Know the marketplace and your competition.