

# Quality

... so how good is yours – really?

Do you differentiate your product or service from your competitors by saying that you offer great quality?

So how come your competitor says the same thing?

You can't both be right .... or is it that QUALITY is now a generically accepted word that has lost its true value as a sales benefit because it is what customers expect from everyone?

**Try this simple test:**

Marks out of 10 – how do you rate your quality?

**N**ow for each of the following; give yourself a score out of 10?

A<sub>ppreciation</sub>

A<sub>ccessibility</sub>

R<sub>eliability</sub>

S<sub>peed</sub>

C<sub>onfidence</sub>

E<sub>mpathy</sub>

F<sub>lexibility</sub>

H<sub>elpfulness</sub>

**Add them all up and divide the answer by 8?**

So how do your scores compare? Is your second score less than the first? Are you still so sure you offer real and quantifiable quality?