



Inoculate!:

To take coffee intravenously when you are running late.

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DIDJA KNOW?

Texas Hold'em Charity Tournament to support Lighthouse Pregnancy Center. For those of you who like to play, and would like to support this alternative for abortion center. There will be prizes based on the number of entries, and food for those of you who like to eat. Send me an email to get details for Aurora, CO on the 14th.

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What People Are Saying About Transport Brokerage

T Diddy says: "If you get this load moved or me to Kansas, I'll name my child after you!" Congratulations on brand new baby Larissa, Tom! We got the load moved, but understand that you may not want to name your new baby girl Transport Brokerage.

DIDJA HEAR?

CU breaks ground a \$400 million dollar expansion of their Aurora Facility. Crude oil prices drop, no indication on when gas

Inoculate! Got in the Way!

I hope that you missed last month's Inoculate!, because there wasn't one. The Inoculate! writer had to take a brief hiatus in order to complete the construction of a diorama, work on a science fair project, and do general life stuff that gets in the way of work. Inoculate! is your quick espresso shot of information, your foamy taste of knowledge, and the whipped cream of stuff that you know, didn't know, or maybe you did know and forgot.

Best Value versus Lowest Rate versus Loyalty



So I want to take on this topic with an open mind. I have to try and find the best balance for each of you my customers on this issue, and I would really appreciate your comments by email when we get to the end. First of all a poll. Raise your hand if you are the cheapest provider of your product. Now raise your hand if you provide the best value. Curiously nobody raised their hand on the first question, but everyone raised their hand on the second.

So Where is the Disconnect?: Maybe you don't know, but value is a measure of two different metrics; perceived utility (how much am I going to get out of it) versus the rate of exchange (how much do I have to give up to get it). The problem is the inherent risk that what you are purchasing or selling isn't the value that you promise its utility is.

So your customer has to have an example of the functionality of the product, or verify independently that the service is everything that is promised. Then you start to run into bias. The Endowment Effect is the bias that people are willing to charge much more to give up an object than they are willing to pay to purchase the same object, effectively saying, "its worth more because its mine." In the end you have to overcome this effect by delivering value, showing the customer that what you are delivering, whether product or service, is worth what you charge and they are willing to pay.

How do you deliver Value ?: We have to go back to that utility thing. Your product or service has to outperform your competition for a better price. If you plan on getting out the cheapest product at a very low margin and your profitability is based on volume, great. If you have the one item that no one else has, and you make it to last for forever, then charge a gazillion dollars. Maybe you fall in the middle, delivering a great product or service over and over again, at a price that is reflective of current market conditions. Either way you have to convince you customer to utilize you and your product over the next guy and his.

When your customer wants to talk price: The most common argument for not purchasing is that "it costs more." In reality cost is just one part of the total package, and your customer recognizes this too. If your product or service is truly superior, take the time to show them how, and build a relationship so that they are willing to trust your conclusions. What you really need to overcome is the aversion to change, because while you can justify an added expense while delivering value, you still have to convince the customer to move out of their comfort zone and start dialing your number instead of the

prices to follow.

Amazon.com tax bill gains footing in Colorado Senate, hopefully bringing its business back to Colorado.

Random Web links

Ransom Note Generator
You like all of the cool collage messages that look like they have been ripped from a magazine? Create your own without all of the boring cutting and pasting.

Drumbot
Tired of your drummer bailing on practice, or you just want to sit down with your axe and rip on some new chords? Check out this site for a musician friendly set of tools.

Osama is Dead, Lets Dance!

Feel Like getting you groove on after hearing this news? Watch a short video clip that might better express your feelings.

22nd Century Fortress
Need a little extra security from your stalker ex? If you need to keep out all of those pesky zombies, check out this house for some design ideas, and a chance to rest peacefully in your slumber from now until they start caring flamethrowers at your local Wal-Mart.

Contact Us

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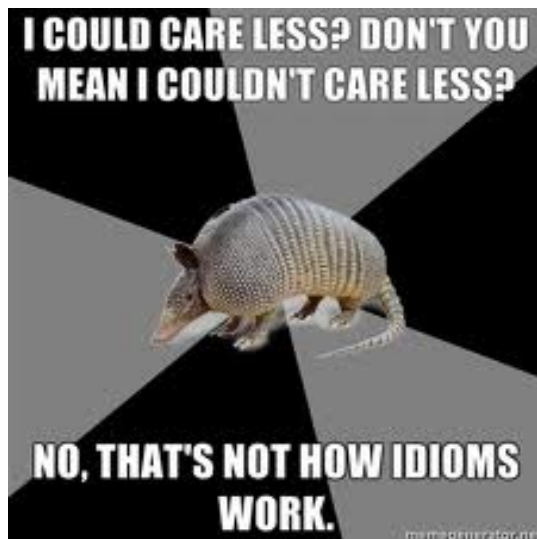
Alternatively if you think someone else may like to receive Inoculate! Forward them a copy and have them send me an email.

next guy.

What about loyalty?: It's part of the equation, for sure. You have zero responsibility to your customer or supplier to keep buying from them unless they are delivering consistent value to you. Your customers have the same responsibility. If your customer base is all about lowest price (cheapest) then you better be really good at getting new customers. If you are interested in getting relationships built, then you had better deliver your product or service day or night, answer the phone every time, follow up on all of the details, and make sure that working with you is the best thing since sliced bread. Loyalty is based on delivering when its not easy or convenient, but it has to be reciprocal.

So where does that leave you/us? You have to answer to your boss, or maybe you are the boss, and you have to be able to pay your bills. Does a short term cost saving result in the long term growth of your business? They certainly can. However, in order to gain long term success, you have to build relationships that will deliver. If your customer's expectation is that you will be there for them when they make a call to get results, and there isn't enough margin in your business to keep the phone lines turned on, then you probably want to reexamine how important going with the lowest price provider really is.

Idiomatic Rant: What are you really saying?



So you find yourself stuck between a rock and a hard place, because somehow you have bitten off more than you can chew. For once in a blue moon you are asked to bite your tongue, so that you aren't asked to write a check that your ass can't cash.

You cross your fingers and decide that come hell or high water, you are going to get down to brass tacks and keep your chin up. As soon as you learn the ropes, you figure out how to quit adding fuel to the fire. You've got an axe to grind with the guy who put you out on a limb in the first place.

Since this is the straw that broke the camel's back, you decide to get in their face, because it's time for the gloves to come off.

Make no bones about it, you are now looking like a loose cannon, no one understands the method to your madness, because to them its all mumbo jumbo, or like speaking Greek. Then out of the blue you get everybody on the same page. Everybody is pedal to the metal and since the buck stops here soon you'll be living high on the hog. Just when you think you are in like Flynn, the wheels come off all over again. Since when it rains it pours, you roll up your sleeves to give it all another shot.

To avoid a blind alley you decide to use your loaf. Its going to cost a lot of cheese but you finally see the bright spot at the end of the tunnel. You have the best of both worlds and so you choose to have your cake and eat it too. Even though Rome wasn't built in a day, its anyone's call when it might all go to hell in a handbasket again.

What it all really means? Your guess is as good as mine.

We need your Input

If there is a tool that you use time and time again, or you have a question about shipping, or even if you just want to pass along some juicy gossip (as it relates to your industry, we don't want to know about the latest office romance), I would like to include it. My goal is to offer you something that you can use, or at least doesn't just end up in the "deleted items" folder of your email.