

BUSINESS DEVELOPMENT & MARKETING

Do we really know what we are selling?

By **Chaitanya Kumar**

As a consulting organisation, we have a robust system for generating clients' feedback and testimonials. One piece of feedback that we often get is that our response time and way of explaining the solution to the client's team is excellent, and that most of our clients are happy to refer us to their peers and friends who are looking for quick and professional solutions. This feedback, no doubt, is really motivat-

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ing, but it did make us think – what do we really sell?

This question may look naïve, but it did make us realise that clients do not come to us for mere accounts or tax related compliance or advisory; what they really come to our firm for is timely and professional advice for their challenges.

People don't just buy a mobile phone, they buy an iPhone; they buy the trust, style and technological innovation associated with Apple products. Or when they buy a Toyota, it's not just a car that they buy, but the reliability and durability associated with the company. So essentially, while choosing which goods or services to buy out of numerous options available, the decision is usually made on the basis of the emotion, values and philosophy of the organisation selling those products.

As business owners, we need to realise that at the end of the day, we are selling



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our "values and philosophy" in the form of our professional services. Our success lies in i) defining those values and that philosophy, ii) delivering them through our services and iii) repeating this day in and day out, through each and every member of our organisation.