

# That's Remarkable

by Randall Munson, CSP

Do you remember hearing someone say, "Did you see ... ?" or "Did you hear about ... ?"

Something unusual, special, or unexpected caused them to mention it to you. Something distinctive caused them to remark about it. It may be a new product, a special offer, or a newsworthy event. They remarked to you because of something distinctive. Seth Godin, in his popular little book "Purple Cow" calls this being remarkable – something others remark about.

What is it about you, your products, or services that people mention? Listen to what others say. That will tell you what, if anything, they find remarkable.

I use evaluations at all of my keynote presentations in order for me to capture what people say about me. What my audiences find remarkable is that they thoroughly enjoy my presentation and at the same time learn powerful information that will improve their businesses and lives. It is my combination of magician, scientist, humorist, and business executive that makes my programs, well, remarkable.

I push my consulting clients to identify what is unique and remarkable about their products or services. If they can't articulate and communicate how they are distinctive, they are doomed to being a commodity. If they are seen as a mere commodity, the only distinguishing factor their prospects will consider is price and they are doomed to cutting prices to make sales.

Whether you are a software company, an entertainer, a service provider, or a manufacturer, you must be special.

Distinction prevents extinction in today's economy.

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