

The Reputation Book

Supercharge your reputation and boost your sales and referrals

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It takes a lifetime to create a reputation and a second to destroy one

A journey of a 100 miles starts with the first step

Industrial age businesses have one way mass communication, domination of big businesses and brands, win lose mindset and command and control

today we are in a 2 way communication mode, is known as the 'social revolution'

In order to build a reputation you need to be remarkable and in order to get a referral you need to be referable.

The real risk is less than great reputations continuously spread, this results in business becoming harder for the organization

Investing in reputation and referrals is way more effective than marketing

Issues that cause problems in large companies

The industrial age mindset

The animal instinct

The bottom line obsession

Two key rules

there are no shortcuts

you must be consistently referrable before you
seek referrals

Reputation always starts off shaky

Reputation is not built only on your paying customers

Trying to be nice is not the same as being consistently referrable

No involvement = No commitment

People buy from people they trust

No one will give you a referral till they are 100% convinced of your being remarkable

There is no such thing as bad feedback as long as you are willing to improve

Gathering feedback effectively is vital,
responding to it effectively is dynamite

There are no shortcuts to anyplace worth going

Get a grip on your ego and welcome
complaints

Keep repeating and keep improving

Differentiate between lead indicators and lag indicators, a lag indicator is a final number, its happened, a lead indicator is in many cases checking if the process works.

It's a marathon, not a sprint

Great feedback systems power great organizations

Build win/win responses to all levels of feedback

‘Your brand is what your customers say about you when you are not in the room ‘ Jeff Bezos

Focus on planning and executing on small step every week, after a month, you will see improvement