
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: **Don't make promises you can't keep!**
DATE: Today
CC: Everyone else who might otherwise miss it



Leading your customers on won't do your business much good in the long term

It may seem obvious, but leading your customers on with a false promise in order to gain their order is not only bad for your business but really rather stupid.

You may remember, as a young child, your parents will more than likely have told you to tell the truth and keep your word at all times.

Well it's a great shame some people didn't ruminate on their parents' advice when they became business people.

I don't know if any of you participate in YouGov research, but one of the recurring questions they ask when talking about brands is "Do you trust X". And when you start thinking about it more deeply, do you? Trust them?

For example, take the banks (and let's face it, there are many who wish someone would take them – as far from us as possible). Many years ago it would have been unthinkable that a bank could be dishonest. It was perceived as an honour to be able to meet with the manager of even the smallest branch in town to discuss your finances. The bank manager was the next person in line you were introduced to at a social function when Her Majesty the Queen couldn't make it!

Yet look at them now! Still up to their tricks of a few years ago that cost the country billions of pounds and tens of thousands of jobs. And we see

advertisements on television from them that just have us in fits of laughter of disbelief.

Hopefully you aren't as ethically corrupt in your business as the banks still are in theirs!

For example, did you tick the "mark as dispatched" box on that popular internet auction site when you had no intention of posting the item until the following day? It can be as easy as that!

But there are certain things you can do to ensure your quick sale is not at the expense of an unhappy customer – one who will spread the news to 10 friends, who will in turn spread it to 10 of each of theirs!

For example, things like 'next-day delivery', 'existing stock', 'unbeatable prices' should be as you state. Next day delivery does not mean two days later! And it's no good shallowly claiming leadership or greatness if can't prove it.

Unlike budget airlines, we can't all operate on a 'from £9.99' basis and then add statutory extras that push prices up to a total of £49.99 before payment. Unless your business model is that of making a quick sale in the knowledge that you don't actually seek repeat business!

We only keep going back to budget airlines because they often serve otherwise unserved destinations at a relatively competitive cost even after all the extras.