

Going The Extra Mile

In today's business environment, it's going that extra mile that can make the difference. I saw a great example of this at a recent function. I was at a 75th surprise birthday party which included music by a local mobile dj company. At the end of the party, after the dj wrapped up all his gear and carried it out, he returned to the party room. While I was standing next to the birthday boy, the dj walked over to the guest of honor and said, "I mentioned happy birthday from the dj booth a number of times tonight, but I just wanted to come over and personally wish you a happy birthday and let you know what a nice group of friends and family you had here today as part of your celebration." I thought this was interesting, so I made it a point to catch the dj before he left. I asked him if he knew the bday boy. He said no, but that he makes it a point after every event he does to personally speak to the guest(s) of honor, and/or the contact person that hired his company. I asked if the the dj company has this as part of the company policy. He told me no, it's just one of those little things he does that helps him stand out from everyone else out there. As it turned out, the mobile dj service he works for books a lot of business and he's one of the most requested djs for private affairs such as this one.

Maybe you've got someone like this at your radio station. It could be one of your account execs that hand writes a thank you note to each of their clients after a remote broadcast. It could be your overnight jock that comes in on weekends to work on station imaging without being asked. Maybe, it's one of the college interns that's willing to wash and wax the station van just to get a shot at the overnight shift on Christmas morning. These kinds of individuals are out there, possessing the drive, dedication, and determination to win. They are the ones that can make a difference in helping your company succeed.

Are any of these people in the hallways of your radio station? With more and more audio offerings out there for radio to compete with, the person willing to go that extra mile may be just what radio needs to help it stay ahead of the pack. What do you think? I welcome your thoughts.

Paul