

New Yorks Grand Central Station Oysters and Small Business Organization

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Now there's a face of confidence of a Man who is passionate about his product.

There we were at the most famous oyster joint in the USA - and I was thinking to myself, how on Earth do they serve around 2400 hungry customers on any given busy day?

Of course, before I thought too much about the sheer number of people they served every day, I did enjoy these juicy creamy oysters as you might imagine.

I was keen to try a vast selection of them first of all and this was accompanied by the right white wine to match these little delights.

So, I got chatting to the manager there and he said that they have been open since 1913 and that they have one goal; That goal is to serve the largest variety of fresh oysters every day. Sounds in theory like a straightforward and simple goal to aim for no?

In theory yes it is, it is to the point and very specific.

So, after 100 years of practice, where's the issue?

But, have you ever seen 'behind the scenes' of an operation like this? It is quite amazing.

There are 2 guys who come in at 5am with a boat load of fresh oysters and daily specials. They prepare the oysters and present them to create beautiful dishes, and by the time the passers by see what's on offer they tend to visit and are of course spoilt for choice. Within the small building they also have 2 fish experts who work 'solely' on the fish that is served. Sorry about - that I couldn't help it!

Well, it was a very slick and organized operation, and I was in seafood heaven I must admit.

But, what can you and I learn about a business that has been around for over 100 years and are still in operation?

They have a great reputation which they have built up

They are located in a great spot which really helps with custom

They have good quality products so people will pay for that

They are very organized in what they do every day

They are reliable - so a person knows when they return that they will get top service every time

They have a slick and organized system where each person's role is very specific and they don't deviate from it

All of these things really help. So the question is - what are you doing every day to attract the right custom and how are you organizing your efforts?

Without the right Small Business Organizational strategy behind the scenes - everything falls apart.

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You and I may think of just a simple humble oyster service here, and in some respects 'IT IS' a simple thing, as they have not changed anything over a long period of time, but that's the point; If it ain't broke don't fix it.

It works! They run things like a well oiled machine. And they have not had to diversify much, instead remaining a reliable and trusted business.

Everyone these days talks of technology, but listen - that doesn't matter if you don't have something worthy to work with.

Technology is an amazing ever improving tool and we can all maximize our results in using it as often it supports our businesses a great deal, but we have to have something which is above standards worth applying great technology to.

Why will anyone buy from you or me if they don't give a crap in the first place about how much WE CARE about what we do?

Start with WHY!
Then formulate your
plan from there.

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It is not that complicated at all, once you have formed your core message and where that comes from you can then start from a foundation which is going to be of tremendous value to customers.

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They look pretty tasty huh! Well - if you like that kind of thing of course.

I personally do, and so do many people.

So now I want to ask you what you can do about becoming the No1 choice in your niche or sector.

Ask Yourself These Small Business Organization Questions Now!

1. **WHERE AM I MOST VALUABLE?**
2. **WHY AM I MOST VALUABLE THERE?**
3. **HOW ARE MY PASSIONS GOING TO HELP ANOTHER?**
4. **HOW CAN I PROVIDE THE BEST PRODUCT IN THE GAME?**
5. **WHAT AM I DOING EVERY DAY AND IS IT ENOUGH?**
6. **ARE MY EFFORTS WORKING OR DO I NEED SOME HELP?**
7. **WHAT MIGHT I FOCUS ON MYSELF OR OUTSOURCE?**
8. **HOW DOES MY CUSTOMER KNOW THAT I REALLY CARE?**
9. **HOW DO THEY FEEL EMOTIONALLY CONNECTED TO ME?**
10. **WHAT IS MY ROLE IN THIS & WHAT OTHERS ARE NEEDED?**
11. **WHAT SYSTEMS, PROCESS, STRUCTURE AND MODEL IS BEST?**
12. **WHO CAN I LEARN FROM IN ORDER TO MODEL THIS EFFECTIVELY?**
13. **HOW AND WHY WILL I STAND OUT AMONGST NEAREST COMPETITION?**
14. **WHY WILL CUSTOMERS COME BACK AND WHY WILL THEY REMEMBER ME?**
15. **HOW DO I KNOW THAT THE LOCATION I HAVE CHOSEN IS THE BEST ONE?**
16. **WHAT ONLINE AND OFFLINE RESEARCH WILL BE NEEDED FOR THIS TO GATHER AS MUCH DATA AS POSSIBLE?**
17. **WHAT KIND OF INVESTMENT WILL I NEED TO ENSURE THAT I CAN GROW AS I DEVELOP MY BUSINESS MODEL?**
18. **WHO IS ALREADY DOING THIS NOW AND HOW CAN I LEARN FROM THEM WHILST BRINGING MY UNIQUE ANGLE?**

Without asking these kinds of questions you really have no right to be in business! Sorry!

You see, when the Oyster company can have a slogan that says.....'Guaranteed the freshest seafood you will ever experience'! you are expecting great things, no? What are you offering then that has your customers expecting great things? Where are you giving them a service, product or session that will blow them away?

This is what separates YOU from the AVERAGE!

So, if you are ever in New York and fancy some fresh juicy, creamy oysters - be sure to stop by there and check them out for yourself and whilst you are there - consider what goes into their daily routine, take notes and learn. And of course, have a great break in the Big apple.

Get your daily routine down to a tee. Don't scrimp on quality, and if you need to cut back on costs then

try to cut back in the lesser important areas. Keep your focus on customers. As their experience is your income.

All Small business success comes down to 1) knowing your customer or client very well and when you have a 2) great product - you will be able to sell way easier as you are just combining those two factors above all else.

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I hope you have enjoyed this brief but hopefully useful post.

Let me know what you think below as I will be happy to share how I operate my day.

If you need some help with getting your business ideas, tasks and strategies right then give me a shout anytime I am at www.GregDeTisi.com - and I will be more than happy to show you how to make a good business outstanding. Get in touch and we can arrange a time to suit us both.

Remember that key word which changes everything? Its called ACTION! :)

Final tips:

Don't cut corners and compromise on standards to cut costs.

Don't try and do it all, when another person or a team will help make it work.

Don't just copy others, use your unique way and brand of doing it better than others.

As always I wish you the very best in all the you do

Greg

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