

Full Offering

Coaching Questions

What are the benefits of a product? What are the benefits of a service?

PRODUCT

- Tangible, so the customer can touch it
- Physical reminder of your experience
- More credibility as you can touch it and test it out prior to buying it
- Potential to add physical branding reminders

SERVICE

- Physical interaction with people
- More customization
- Ability to adapt on the spot to customer needs or concerns

Why is mixing products & services into one offering a good idea?

- There are benefits of each, so mixing them together allows you to have the advantages of both in a single offering.
 - By adding products to services, you are able to make the experience tangible.
 - By adding a service to a product, you are able to offer a more unique customer experience.
- In addition, the more individual features that you add to your offering (either a product or a service), the more you are able to create differentiation from your competition.

Is your offering primarily a product or a service? What are some ideas of additional products or services that could complement what you are already doing?

PRODUCT

If you have a product, think about services that could be added. Here are some questions to ask yourself;

- What type of customer service may be required after the sale?
- Is there any way to reduce their risk such as a guarantee or warranty?
- Are there customization features that could be added?
- Would training or set up help the customer use the product better?

SERVICE

If you have a service, think about products that could be added. Here are some questions to ask yourself;

- What products are associated with the service you provide?
- What products would help prolong their experience?
- What products may support you brand?

Examples

PRODUCTS

- Computers could provide installation of software
- Jewellery could provide a sizing or polishing
- Cell phones could provide training on their use

SERVICES

- Restaurants give children a crayon set
- Nail Salons could give customers a filer or nail polish to take home
- Hair Salon could provide some hair products