

PARTICIPANT EXERCISE: LESSON 6 – SUPPLEMENTAL
Howard Hyden: *Creating a Customer-Focused Company*
Interview Time: 37:37

1. Howard says customer service and customer focus are not the same thing. In what ways is your business customer-focused?

2. Do you have a unique competitive advantage? Remember: It's NOT your customer service, according to Howard.

3. Howard suggests adding value on top of the products you offer. What are some ways you can add value in your business?

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4. In what ways are your hours of operation tailored to your customers? Are there ways you could expand them to be more customer-focused?

5. Howard talks about the effect of age and gender on customer-focused companies. What new ideas do you now have for improving this in your company?
