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## **WHY IS IT IMPORTANT TO 'UNDER PROMISE AND OVER DELIVER' TO ATTRACT BUSINESS?**

Seemingly, the statement 'under promise and over deliver' is rather straight forward. It is, however, so easy to rather 'over promise and under deliver' with today's break neck pace. What one would like to deliver is not often realistic given today's time pressures, volumes of business, shortfalls of staff, reduced time for training and supervision, and increasing costs of doing business.

Most people understand if you provide them with sincere expectations. They know that things may take longer to get done in today's market. They know that you rely, often times, on 3<sup>rd</sup> parties who are also busy. They know that costs are increasing. To provide realistic timing and expectations is paramount to your credibility and the long-term viability of your business.

Would you recommend a business to a friend or colleague if that company continually provided low levels of service, escalating prices, broken promises, or missed deadlines? Would it matter how good the quality of the end product or service was? Would the quality be overshadowed by the continued disappointments?

When expectations are set too high, they lead to disappointment. What is the definition of disappointment? It is: "[emotion](#) felt when a strongly held [expectation](#) of something desired is not met." Can we afford to set false expectations? Can we afford to have disappointed customers? Which companies will strive and survive? Will it be those who disappointed their customers? Will it be those that chose to take less business in favour of quality of business delivered? Will it be those that chose to take more business in a proactive way, set clear supplier agreements, and hired and trained their people in a way that kept up to their promises to the consumer?

You see where I'm going with this. This is about staying in integrity, providing the level of service we expect for ourselves, and thinking and taking action in the moment in a way that is in alignment with what we want for the long-term success of our businesses and inevitably those they touch – our customer or client, our suppliers, employees, and ourselves. That is a lot of lives that are touched for better or for worse, and it starts with you.

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To be attractive to your clients and with those they connect, 'under promise and over deliver' ... a lot more complex than it initially seems and, nevertheless, achievable!

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