

Raving fans essay



**ASSIGN
BUSTER**

I chose to read and review was Raving Fans by Ken Blanchard and Sheldon Bowles. Raving Fans begins with a recently promoted Area Manager familiarizing himself with his new office while his mind races with his thoughts of the recent conversation he has just had with the president of his corporation. As the new Area Manager he is struggling to wrap his mind around the concept of customer satisfaction. As he is steadily thinking his fairy Godmother, Charlie shows up. The recently promoted Area Manager and Charlie leave the office and Charlie makes the suggestion to go play golf.

After the round of golf, Charlie takes the newly promoted Area Manager to meet Leo and Leo reveals the first secret to creating “raving fans”. Charlie then takes the Area Manager to Sally’s grocery store where he meets Sally and she explains the first secret to creating “raving fans”. As the story progresses Charlie visits the Area Manager two more times. Within these two visits they go see two more of Charlie’s fairy Godchildren, Bill a plant manager, who reveals the second secret to creating “raving fans” and then, Andrew who owns a full service gas station.

Andrew then reveals the final secret to creating “raving fans”. After learning the secrets to creating “raving fans” the newly promoted Area Manager returns to his corporation and begins to implement the secrets of creating “raving fans”. The authors finish the story with the Area Manager being promoted to the Executive Vice President position, and next in line to become the President of the corporation, the very man who drove him to think about the idea of customer satisfaction. There are several ideas in the text that I found to be true.

The authors write that satisfied customers are not enough for a business anymore; you must create the “ raving fan” type of customer. The beginning of the text suggests that satisfied customers are often satisfied because they expect very little from a company. I found this to be one of the more profound statements in the entire text. I personally cannot count the number of times I have experienced below par service and I was not surprised because I expected that type of service the moment I walked through the door.

The ext also suggests that people will often say something and what they say could have a complete polar opposite meaning from what they actually intended it to mean. The example within the text is the statement “ fine”. When people utter this statement it rarely ever means that things are actually “ fine”. Great managers must be able to read people and be able to pick out the smallest detailed problems. Then they must have the skills to know how to handle those problems the right way. The most important context from the text is of course the steps to creating “ raving fans”.

The first is for the company to decide its vision, secondly discover what the customer wants, and last but not least deliver the vision plus one percent. An individual must have a vision of what type of company he/she wants before they can move forward and build a successful company. An individual must also know and understand their customers’ needs. The vision of a company and the vision of that company’s customers may not be perfectly in line with one another but it has to start small and gradually work, one percent at a time, to a combined vision of perfection between the company and its most important factor, the “ raging fans”.

I believe that Raving Fans was filled with useful ideas about the successful management of a company. The book was full of great ideas and tips for any level of management within a company. The book provided help not only with tips to help your company grow but how to grow fast within the area of customer satisfaction. The ideas brought forth in this book are helpful in growing your company the right way.