

## Discover What Customers Love:

### Easy tips anyone can use

The Beatles told us we can't buy it, and Johnny Lee has us looking for it in all the wrong places. Yet love makes the world go round, even the business world, built as it is on relationships. Selling often seems to hinge on finding customer's "pains," but what if it were possible to take the opposite approach and find out what our customers would love?

In "What Clients Love, a Field Guide to Growing Your Business," marketing guru Harry Beckwith advocates asking customers what they want. Then, he says, do that.



We can imagine what that would mean because people like our vendors and healthcare providers count us among their customers. So we brainstorm around this question: What delights me as a customer? Possible answers: A product that more than meets my needs; someone going above and beyond what I've come to expect; the shop that takes returns, no questions asked.

Now that we have the mindset, the question becomes how to gather the information from customers. Big companies use surveys and focus groups, but there is one cost-free way that organizations of any size can use and that is to listen. We may not be able to learn about every client this way, but we can start with individuals: "Who are they? What do they care about? What would help them sleep better at night?"

There may be inexpensive ways to better meet customer needs or exceed their expectations: A follow up contact to ask whether a product continues to perform well or whether there are any questions since that legal service or medical procedure come to mind.

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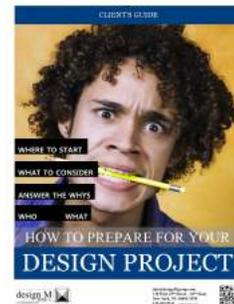
## Did You Know ?

We are the leading local provider of tools and resources for people planning on adding on to, renovating or building a home.

We have several consumer guilds to help you.

**One of our recent publications is...**

**"How to Prepare for Your Design Project"**



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## Archi-fact:

### The Pompidou Centre

The Pompidou Centre was initially designed to have all of the functional elements of the building color coded: plumbing in green, air ducts in blue, yellow for electric and safety systems in red.

## Discover What Customers Love

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As trust grows, we can ask questions like these: “How could we make this product help you even more?” or this: “How can we be better?” Responding to customer ideas may or may not be costly in terms of time, money or other resources. We have to decide how to proceed.

These kinds of questions work equally well for the leader of a company, non-profit or government office as they do for an employee or a sales rep. Many of us face the more complex situation of having several “customer” groups: those our organization serves and those within our organization who look to us to get the job done, provide a paycheck or support others.

The “reach” is to then ask the big question: “What would you love for our organization to do for you? What small [or big] change would you love to see in this product or service?” An immediate thank you and an honest commitment to seeing what can be done may be all customers really expect from us even at this point. But what if we, once again, imagine? Only this time, we imagine being able to implement an idea that comes directly from a customer. We envision delight.

Chances are, the results will be something we can love, too, as clients come to see that we care about their experience, want to be better and can adapt. That makes us all “feel all right.”

## Archi-Quote

“Cities are juxtaposition. In Florence, classical buildings sit against medieval buildings. It’s that contrast we like. In Bordeaux, we built law courts right next door to what is effectively a listed historic building, and that makes it exciting.

[Richard Rogers](#)



*photo credits Wikipedia*

## Iconic Building of the Month

This month the Iconic Building of the Month is the Pompidou Center in Paris

In an interview with Dezeen Magazine, the Italian-British architect Richard Rogers related standing in the rain under an umbrella that a stranger had graciously shared with him outside Paris’s Pompidou Centre (le Centre Georges Pompidou in French). When Rogers told the woman that he had designed the building, she hit him on the head with the umbrella.



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*photo credits: The AMA*

# Iconic Building of the Month

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*photo credits: The AMA*

The reaction expressed that of many Parisians to the architecture of the museum and multi-disciplinary cultural center, which wears its structure on the outside. The result of this design is flexibility in the uses to which the insides are put. Among other things, the Pompidou is known to house the largest collection of modern art in Europe. Its design, by Rogers in collaboration with the Italian architect-engineer Renzo Piano and architect Gianfranco Franchini, was selected in an architectural competition that had attracted 681 entries.

While the Pompidou is considered high tech, Rogers cited the influence of the social changes of the 1960s on the design, particularly the French student and worker protests of 1968. The following year, French President Pompidou chose a site for the project, which was originally to be called the Centre Beaubourg, but was renamed following Pompidou's death in office three years before the building was completed. The Pompidou opened in 1977 and has since become a favorite among tourists and Parisians alike.

## Archi-Speak

**How many of these foundations of effective business relationships can you find?**

Communication	Trust	Honesty
Engagement	Understanding	

M	O	G	V	T	H	I	B	Q	U	O	C	Y	S	Q
K	K	O	Y	E	W	I	H	O	N	E	S	T	Y	Y
D	B	Z	A	P	W	T	U	O	Y	T	S	W	R	V
G	C	Y	R	C	H	O	I	H	K	P	K	A	T	W
W	M	T	E	L	A	S	B	G	Y	Z	W	T	L	M
F	D	E	A	A	E	Q	N	R	L	N	I	N	I	J
E	W	Z	X	P	X	L	Q	E	U	P	I	E	G	H
W	M	N	O	I	T	A	C	I	N	U	M	M	O	C
N	J	Q	E	O	R	Z	R	Z	E	Q	S	E	M	T
O	E	M	C	J	U	U	N	K	E	O	V	G	E	C
O	J	D	R	U	S	W	I	S	Y	A	I	A	M	C
S	O	M	Z	U	T	A	K	E	W	K	K	G	O	B
W	K	B	I	C	S	R	V	C	D	Q	G	N	R	I
A	K	S	X	O	I	D	O	A	R	C	G	E	V	E
U	N	D	E	R	S	T	A	N	D	I	N	G	F	W

## Ask M

In the James Bond books and movies the character "M" heads the Secret British Intelligence Service known as MI 6, of which James Bond is Agent 007.

When contemplating adding on to you home or building, renovating or building a new home or building you should have someone like "M" on your side. Each month the "Ask M" column will answer a reader's question to place more information at your finger tips.

### This month's question.

We would like to enlarge our home and change it's style to a more modern one. Will that work in a traditional neighborhood?

*Doug S.*

**Doug**

**Yes it can, if the architect designs it in a modern style while respecting the over all sizes and shapes of it'e neighboring houses. In doing so we create a homogenous neighborhood with an individual character of your home. We believe one should be a good neighbor.**

Email your questions to [info@designMgroup.com](mailto:info@designMgroup.com), and in the subject line type in "Ask M". We look forward to hearing from you and hope we can answer the questions to everyone's satisfaction.

## Want to speak with the Architect

Do you have questions but do not know where to start?

Do you know the legal consequences of starting a project without approvals?

Are you sure you have completed all of the research necessary so as not to waste your money and time during construction?

Are what you think are your NEEDS and OPTIONS truly the best for you and your future?

Does the contractor really have YOUR best interest in mind when suggesting solutions?

Answering these questions and more are the reason for enlisting a Needs and Options Review.

We can help you on your way to a successful project with less hassles and problems.

Visit: [www.designMgroup.com](http://www.designMgroup.com)

## About

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President



photo credit: Jenna Glatzer

Marcus Marino, RA, AIA is a leading architect in New York City. He received a Bachelors of Architecture from the prestigious Pratt Institute and a Masters in the Science of Architecture and Urban Design from Columbia University Graduate School of Architecture Planning and Preservation. He received his license to practice architecture in New York State in 1981 and is licensed in a number of other States. Marcus Marino has served on numerous Governmental Panels and serves as an expert consultant to other architectural firms and legal firms. Presently he serves as the Vice President of Public Advocacy of the New York State American Institute of Architects.

## Our core beliefs are ...

**Architects have a responsibility to our clients, community and the environment.**

**Architects should help provide information to our fellow world citizens about their homes, offices and the built environment in general.**

**Your Home should move you emotionally like your favorite song does.**

**Let Us Help You Build the Home You Knew Was Always There For You.**



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