

## Word-of-Mouth

I don't go out to a lot of movies. I never seem to be able to make the time. But over the last few months I had no less than half a dozen people tell me I should see the movie *Argo*; they said it was simply fantastic. My brother Dick said it was the best movie he'd seen since *The Godfather*. So did I go see it? Of course I did. I suppose there are some people who can resist extremely positive word-of-mouth (from people they trust), but I'm not one of them.

So how did *Argo* do it? Great direction? A compelling story? It certainly had those, but I don't believe that would have been enough. No, the fountainhead for all the positive word-of-mouth was that every element came together to create a movie masterpiece—script, cinematography, direction, editing, cast, wardrobe, music—everything. Every contributor, in every department, in every task they performed, made critical contributions to a group effort that was so compellingly good that movie-goers couldn't help but remember it and recommend it to others.

I think the key to executing at this high level is to understand how different the world looks through the eyes of customers as opposed to sellers. Sellers tend to divide themselves into departments: marketing, sales, administration, management, facilities, HR, IT, and so on. Over time, these divisions become more and more "natural" to them, as if the world really worked that way.

It doesn't. To customers, everything they touch during a buying experience is linked to everything else, rather than chopped up into segments. And because of this holistic viewpoint, a single disappointment can change a thumbs up review into a thumbs down. Imagine a restaurant where the setting is beautiful, the food is delicious, the service attentive, but the bathrooms are filthy. Would you rush out to recommend the place to others?

Institutions are attention-seeking entities, and Glenair is no different. It's the way the game is played. And whoever gets the most positive attention wins. We build positive attention by effectively and consistently exceeding our customers' expectations; both in terms of what they get from us, but also what they get (or don't get) from our competitors. This is what creates word-of-mouth. The greater the contrast between expected and received, the greater the word of mouth (positive *and* negative).

This issue of *QwikConnect* highlights an area of contrast in our industry. On the one hand, we have the excellent performance our Series 80 Mighty Mouse team in designing, making, selling and supporting this revolutionary connector family. On the other, we have the performance of the makers of the many knock-offs now available in the market. Speaking candidly, I have nothing but confidence that, given our track-record, Team Mighty Mouse will continue to perform at such a high level that, like *Argo*, people will be lined up to see our "movie" for many years to come.

*Chris Toomey*

### Publisher

Christopher J. Toomey

### Executive Editor

Marcus Kaufman

### Managing Editor

Carl Foote

### Editor/Art Director

Mike Borgsdorf

### Graphic Designer

George Ramirez

### Technical Consultant

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### Issue Contributors

Lisa Amling  
Deniz Armani  
Josh Castrey  
Brendan Dempsey  
Mike Ghara  
Russell Ghiselli  
Dennis Kaake  
Dan Mitchell  
Lutz Mueller  
Jose Silva

### Distribution

Terry White

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### GLENAIR, INC.

1211 AIR WAY  
GLENDALE, CA 91201-2497  
TEL: 818-247-6000  
FAX: 818-500-9912  
E-MAIL: [sales@glenair.com](mailto:sales@glenair.com)  
[www.glenair.com](http://www.glenair.com)

