



# THE WORD "QUALITY"- DON'T USE IT IN VAIN

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QUALITY  
QUALITÉ  
QUALITÄT  
CUALIDAD  
KALİTE

## QUALITY MEANS;

The word "quality" is probably one of the most widely used but misinterpreted word in most languages. It has also caused laziness in communication for a lot of sales and marketing people in B2B world.

In many languages, the word "quality" represents a similar structure.

In English: quality

In French: qualité

In German: Qualität

In Spanish: cualidad

In Turkish: Kalite

According to Webster's Dictionary, the definition comes in three different forms as; peculiar and essential character; an inherent feature and degree of excellence.

It is probably the last one that is most widely used in the business world.

Paradoxically, the word quality can mean different things to different people. Even when used in the context of the last one (degree of excellence), it can still create a perception of different varieties. After all, what seems to be excellent for some people does not necessarily represent the same meaning for others.

In B2C, as an example, a consumer pays a lot of money for a Louis Vitton purse. In their mind, it has good qualities, reflects a status etc.. There are no any risks for the consumers to purchase something at a very high price just because they believe the brand possesses a great quality. They believe in it and it works for them.

Things are very different in B2B.

For supplying things such as a machine, or raw material or software, or services, the customer has a lot of risks if the promises never come out to be true or provide any real benefits to their business.

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*So, just using the word “quality” and saying “I have a good quality product” means absolutely nothing.*

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The best way to achieve strong and effective communication with the dictionary version of the word "quality" (center of excellence), we need to follow these four steps as good marketing practice:

1. A thorough market research in understanding the expectations of the target market
2. Segmentation of the market based on these expectations and grouping the target customers that have similar expectations within the same group



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3. Then comes the creation of an effective communication that defines the word “quality’ by relating it to a lot of adjectives as related to the selected segment's expectations, and pointing out specific benefits to them.

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**In other words, speak your target audience's language.**

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4. The last step is the proof: Giving examples of how you achieve the “excellence” in the quality- in other words proving that what you promise is actually not just a promise but is a model that is already set up and working.

The target market will then start hearing things that they want to hear. The target market will perceive you as a business that knows their business and that the benefits from your products or services are exactly what they want and that they can see your roadmap as a proof that you can do it.

Let us not throw around the word “quality” as if it means the same thing to all people.

Otherwise, in B2B, the competition will still be based solely on price in a world where most companies offer very similar, if not the same, things.