

## More Than Shiny Rings

Two couples planned to meet for dinner. One couple arrived on time, but the second one was quite late. Apologizing, they explained the cause of their delay.

The couple owned a jewelry store, and two young people about to be married had come in just before closing time to choose their rings.

The store owners could see almost immediately which rings the two would pick out, and they could have wrapped up the sale in a few minutes. But they also saw that in reality their customers were buying more than simply rings.



This was an experience for the couple – not a transaction. They started inspecting the shining stones, talking them over together, and anticipating their big day. They were creating part of the memory of this turning point in their lives. So the store owners didn't begrudge a few extra moments; they knew what they were really selling.

This incident is something for us to think about. Do our associates in Life Care, Century Park and Life Care at Home really know everything they can be providing for our residents and families – the experience as well as the services?

The more complete the package, the happier the customers' memory will be.

– Beecher Hunter