

Reflections on the 95 Theses
Of the Cluetrain Manifesto

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Abstract

This paper consists of reflections of the sixth 15 of 95 theses of the Cluetrain Manifesto. Each of the 15 theses has a 250-word reflection. These reflections consist of my thoughts, opinions and reaction of each thesis. Also in these reflections, I cited some examples and personal experiences as a student to apply each in every thesis. This paper emphasizes how the importance of markets, good communications with other people, behaviors of both markets and companies and etc. With these reflections, you can learn how companies and markets should have good relationships and know other tools and ways to do business such as competitive advantage and should use advanced tools

Thesis 76. We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

Here, we can sense that there is negotiation that is going on. Someone tries to convince the other side to have a transaction with them. He wants to buy something that he is willing to pay for. In the situation like this, you must have a catchy statement so that the other side will pay an attention to you. Your something like proposal must catch their attention. You must assure that they will also benefit with what you want to happen. Assure them that you are willing to pay and capable to pay, that you will not crediting their services or product. What you are saying must catch their interest, tell something. Their advertisement is open to all but not all consumers will have the chance to talk to them, only to those who they think that they can benefit from. In the statement above, it is one example of a short but catchy statement that one consumer must say. If you are really eager to talk to them, well pay attention to them. Your statement must not too long because they might get lazy to read it. Most of the time long statement has no sense at all, most of then are somewhat like overacting. They must manage their time; they don't have much time for your long and no sense statement. You must also consider their time because they have lot things to do, they are businessmen. So make your statement short but can catch their attention or interest.

Thesis 77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.

In a transaction, you must know if the one who you want to negotiate of don't have interest on you, on what you are talking about. You can sense that they are just telling alibis on you. At first they might approach you but if they already knew that they cannot benefit from you that is the time that your conversation will end up to nothing. Time will come that they will not answering your e-mail anymore or just ignoring it. Or they will tell you that they are busy "doing business" so they can answer your e-mail right away. Well if that happen don't be so stupid waiting for them. Just dump them! Save your pride! Make them feel that it's their lost not yours. To the company who's doing that thing, be sensitive to what they feel. At least be nice in telling them the "truth". Don't be so boastful, you might be karma. And besides they are consumers, they can add profit to your company. Because of them why your company still alive and kicking right? Be thankful to them. Consumers, if you are rejected by the

company that's okay try to find another one that can suit your need. Maybe there's another company that has better services or products offered that is more compatible to your need. Just always think that if you didn't caught their attention; well don't push yourself to them anymore. Try to find another company that can give you what you want and need.

Thesis 78. You want us to pay? We want you to pay attention.

As I've said if a costumer failed to get an attention from the company he might lose interest to that company. If the company don't want or don't like the costumer, the company ignored him or don't answer the e-mail of the costumer right away. And that's so bad! If the company wants to have a consumer they must learn how to treat the costumer nicely. If the costumer did not like the way the company treat him, he will find another company that will entertain him nicely. If that is happen it is the company's lost not the costumer's lost. The company must always be reminded that the consumers is their life, the life of a successful business so don't give them a chance for to go away from you. The costumer wanted the company to treat them in a nice way and that's definitely right because they are the costumer and they should not be the one to cram an attention from the company. Actually the company will be the one to benefit more if the transaction will be successful because they will earn profit by the money that the consumer will pay of. So they must learn how to value costumers. The costumers will be the one to spend money for the services they will purchase to the company so they are the one who is less benefited. They want the company to pay attention to them; they want to feel that the company wants them before they purchase their services.

Thesis 79. We want you to drop your trip, come out of your neurotic self-involvement, join the party.

When I read the statement "we want you to drop your trip, come out of your neurotic self-involvement and join the party", the first thing that comes on my mind or the first thing I pictured out is a woman who is very busy in her work and no time for socializing with other people or get relax. Sometimes, even if how busy you are you should have fun, you should mingled with other people. Don't be so frustrated with your work. Go out with your friends! Have fun! Don't let yourself live in a boring world. It is not an healthy lifestyle to just go on office then house, house then office. Don't limit yourself in four corners of your office, there's a place better than that. Don't push yourself too hard doing office works, there's

better thing to do that can make you feel young. And besides, it is healthy for you to socialize because you can meet other people that can broaden your knowledge related to your field or people that can be help you in your work. If you push yourself to work and work and work you will get old earlier! Many wrinkles will appear on your face and I am sure you don't want that right? Socializing is one form of relaxing for other people and one form of improving yourself. And you can learn about many things when it comes to mingle with different people so go out! Join the party!

Thesis 80. Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

There are several ways to have competitive advantage: Cost leadership, product differentiation, innovation strategy, growth strategy and alliance strategy. These ways are all effective. Now we take a look on how to do innovation strategy, with this way you are thinking new ways on how to do business. For example, Amazon.com, they had 10 deadly years before being profitable but their idea was been innovative. During old school days, we buy clothes, books and other stuff by going to the actual market and place of the store through cash, check or credit card. Amazon's idea had been new to us. Just sign up to Amazon.com, now you can purchase products from them through cash, credit card or PayPal.

We all know that why we are doing business is because of the money and the profit we will gain from it. This perspective is quite wrong, companies should be aware to its community especially to us markets. It is wrong that they are doing business because for profit. For example, you have you start up, an eatery, imagine you are serving double dead meat serve to your customers and these customers keep patronizing your products and quality of service. With your side, you should be aware of the health of your customers. The same thing in other business, concerns with your consumers should be implemented within the organization in order to keep demand and patronize your products and services offer.

For companies, not only concerns with the community they should know but also to have patience. Good example of this is the Amazon.com, they had the patience to be profitable and keep change the world business.

Thesis 81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Imagine your business has large profit earned every month and different investors also helping you out to raise capital. The thing is you have large number of resources to earn money right? But is money is the only thing why you are doing business and serve and give all the needs and wants of the markets? Money is kind of one-dimensional and boring. Meaning, yes you can buy you all you want with money, but is money is main key factor to earn your integrity or credibility of your company? For companies, not only profit they should take into accounts but also the sense of concerning the markets. In other words, community is more important than money.

When you have meetings and talk to your personnel with money and profit is your main topic, it is quite boring already because you are forcing or you must do your best to raise money. Isn't good to have meetings and do your best strategies to change the world or think of the other ways to do business with a sense of concerns for your consumers. Meaning, you must work hard for a company's image and recognition in order to earn money.

Nowadays, money is now the main concerns of most companies. The only thing they should do is innovation and change the world on its status. Community including people, nature etc is the first thing firsts and money should comes next. Meaning, in order to create money in your organization you must first to be good example to our community.

Thesis 82

Quality of products and services is one of the important things to take note of a business when looking for a large number of consumers. Different companies do TQM or Total Quality Management and know the concept of Kaizen or the continuous improvement on your business. Markets want a better quality product and service and companies should take into accounts the voice of their customers in order to meet or even exceeds customer's requirements.

Profit is one of the common words in companies. Probably, on their operations every day, this word is always being heard by all the people in companies. Profit is the primary goal of companies. They do their very best to earn profit and gain competitive advantage over their competitors. That's why these companies are very serious on what they are doing on their business. Probably, people in these companies are always suffering from stress and depressions. Of course, we cannot blame them, all they want is to gain profit and to serve and satisfy us, consumers. They take seriously their business because they want to escape these problems and to recover from them. Every day, each department has different tribulations such as budgets, liabilities to pay and capital of the management.

Quality Management should be implemented on the business process and should take all the customers' comments, suggestions and reactions regarding with your offering in the marketplace. People are now getting smarter and they are trying to do your best to serve them with the sense of ethics and these companies should have legal requirements.

Thesis 83

For companies, they also getting smarter and help each other like franchising strategy to do business. In franchising, a certain person buys a franchise of that business and helps each other to improve their products and services they will offer to the markets and marketplace. For these companies, they will do their very best to serve and give the needs and wants of the markets and to raise profit as well. Investors also come in, they help out these companies to raise capital to work and implement their business proves properly and to have better quality products and services.

Companies nowadays are competitive. As the new generations are emerging, many companies will also emerge and tend to be number one on their competitors. Through product and design and redesign, they gained competitive advantage over their competitors. Being the "number 1" is one of the primary goals of companies. They are now trying to reverse engineer the product of their competitors or imitate its services on order to be paralleled to their competitors' demand. These companies will surely come up big on the next generations. With emerging techs in the earth, these companies will continue to serve and to satisfy the needs of the markets.

Tracking opportunities is one of the primary goals of companies. For them, just losing only one opportunity, they missed not only profit but also they missed customers and their credibility to your company. Instead their customers are transferring to another company or competitor. So for companies, they should not let any opportunity lose away from. They must “keep on trackin” opportunities. I agreed with this thesis statement. Let me chop this statement into two. It says that markets are now networked person to person.

Thesis 84. We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

For me, when I read it, the first thing that comes on my mind is just simple chatting. It is like one boy wants a girl that can caught his attention but it is not like that. It is deeper in sense. As long as I read it, I can figure out what it wants to imply to us. A company has what they called secret weapon. And most of the time, the secret weapon they are talking about is a person that has excellence knowledge and skills. And that's what he, the person who said the statements above, want to know. He wants to know who that person the company is taking care of, really take care of. In the last line, “Can they come out and play?” it sounds competitive for me. It sounds like that he want to compete with that person whom he is talking about. It somewhat like, shows what you have got and I will show what I have got too. A company uses their secret weapon if a tight competition with other company arises. This person with excellence skills can be the key to the success of the business. Every company has this “person”. Those persons will be the one to face off when there is a competition so they want to know their rivals. Just an example is when there is bidding for a project, of course, the companies will send their secret weapon, and they will be the one who handle the project. And in that situation, we can find out who is the strongest among them.

Thesis 85. When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.

Even if you are the boss of the company, it doesn't mean that you know all the answer in a problem when it comes on your company or in everything that happen on your business. Although you are the boss you also need help from the people who works on your business. The company will not operate well without them so be thankful to them. You must treat them in a right way because they are the life of your business aside from your consumers. They will be the one you can turn to if problem arises in your business. From the lowest level of your employees is important. They have the knowledge or the information you want to know related to their work or job. So you must treat them nicely. You must be approachable, not boastful. You must have the looks that your workers can reach to. Actually even a simple smile can make a great thing. A smile can change everything. If you smile on your employees, their feelings for you will be light. They will like you. And that's what must be really happen. If they say to you good morning or greet you, you must reply or answer back good morning too. In that simple way, you can build good relationship with people around you. And if that happen, your business will be more successful. Actually that's more plus point to you because your image to other people will be good and you will be receiving good feedback from people.

Thesis 86

Markets are the main concerns of the companies. These companies have departments such as marketing and sales wherein this people are projecting possible target markets of the company. Other activities such as projecting sales, advertising, and promoting the products and services offered by companies are the some of the things focusing by this department. Not all the markets are the "target markets" of a certain product. Instead these people are just roaming around online and are socializing through their social networking site. As these people are roaming on the net, they are gaining knowledge at the same time. As we've said on the previous theses, people are now getting smarter. A good example is their relationships. Imagine, this person is online every day, this particular person are now gaining information about the things on the net. We can say that, the person he/she knows is also online. There is a possibility that these people will help each other. For instance, one person wants to buy a new laptop. This particular person will probably consult to other person through the web. Persons such as their friends, etc give advice on decisions to make on purchasing a product or service.

Our internet penetration is now getting higher. As of now, Philippines, gained the number 10 spot I Asia on number of internet users. Even us, IT practitioners have to be online more often because for us, internet is our environment. News, blogs and other stuff are very vital for us. Topics such as the new software, IT companies and etc are some of the topics on news, bogs etc we want o know.

Thesis 87

Companies should not force the markets to patronize their products and services. Instead these companies should balance their work if these people are not interested in their products and services. They should come up big, implement improvements and especially they must motivate their employees in order to meet and even if exceeds customer and design requirements.

Markets are the primary subject of a business and company. Companies are dependent on their markets. No markets, there will be no business and they definitely not gain profit. Markets are the life of company. One of the primary goals of a business is to satisfy its customers on their wants and needs then you earn profit as a reward. It's depending on what strategies to do on how to satisfy their customers.

Also, there are some of the companies that are still not communicating to the markets because they are afraid. Some of these fears of these companies are being afraid of are the people's comments and violent reactions to their offerings because maybe they are afraid to improve very negative and very bad things about their offerings, hatred about the product and a lot more. There are also these some companies thought that creating a public relations team would help the company to bring them to fame or to be number 1 producer of a certain product because they have these public relations where they can establish a communication with the public or market.

It is important to have good relationship with the market for the companies to know what should have improvements on their offerings and in order for the consumers to satisfy more. The advantage of this public relations is that consumers are able to share their opinions and of course they have the freedom to speak.

Thesis 89. We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

In a business, the costumers will be the one you have to value first. You have to consider what they want and needed. The costumers are the life of your business. If you want your business to stay longer and stronger, you have to value your costumers aside from your workers. The power is in the consumers, not on you. In short, the costumers are the boss, not the owner of the business. If the owner of the business and its personnel didn't take time to think what their consumers want, time will come that the business will fall down. As time pass by, the consumers wants constantly changing. Their preferences in many things are shifting from one level to another. Their needs are higher and higher. The technologies in the modern period made our needs in a higher level, in other word hi-tech. also, the demand of the people is getting bigger. Profit is one of the common words in companies. Probably, on their operations every day, this word is always being heard by all the people in companies. Profit is the primary goal of companies. They do their very best to earn profit and gain competitive advantage over their competitors. That's why these companies are very serious on what they are doing on their business. Probably, people in these companies are always suffering from stress and depressions. Of course, we cannot blame them, all they want is to gain profit and to serve and satisfy us, consumers. They take seriously their business because they want to escape these problems and to recover from them. Every day, each department has different tribulations such as budgets, liabilities to pay and capital of the management. The company must concentrate in the needs of their costumers because if not, the costumers will go to the other company that has product and services that can suit their needs and wants.

Thesis 90. Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.

The companies must have good and full service to their clients. Main factor of a business is the concerns to their consumers. Producers are only the provider of the needs an wants of the people especially the markets. Companies and markets should have good relationship because main key factor of a business is communication and conversation. Without this particular way, a certain business will no call a business. It is just an activity or something they feel to do.

The client must feel it so he will be contented to you and will not shift to the other company anymore. Most of the big companies, they continuously improve their website for their customers to be familiar with their products and services offering. Basically, these companies want to share their clients extra knowledge. Of course, this knowledge that they are sharing is also limited to the people patronizing their products and services. The thesis statement emphasizes that not only the products and services itself are located on your company websites, but also you should share facts such as some of the materials used on the products, history, etc. In other words, companies should come up and adapt that through this sharing of knowledge, they can forma basic marketplace.

To summarize, people are interconnected with each other. Meaning they are directly proportional. For example if a certain person is not properly compensated and motivated by his employer, the business process will also become lousy for the consumers. In other words, good relationship with each other is a must.

Thesis 91

People especially the markets want to talk with the companies. A passage from www.christian-counseling-online.com said that, "Now days we have many more means of communication than our grandparents or even our parents. We now have, in addition to the nearly outdated land line phones and faxes; cell phones with TV's, Email, video, and text messaging capabilities. Of course you can still use your cell phone the old fashioned way! All these wonderful high-tech methods of communicating however don't solve our communication problems. Only developing personal skill in communicating can do that." Comments, suggestions and reactions are one of the activities in order for them to be entertained or to be served. As a vital factor for company's integrity, talking to their customers is one of the ways to improve the relationships with them. For instance, a company who doesn't manage CRM to their customers will probably lose some of them because these people are not satisfied. Remember that people want to talk to the companies for questions, comments, reactions and for consultation.

A good example is the Cafemom, one of the websites I registered in namechk.com. One my classmates, called the Cafemom and questioned them how he can sign up with their site. But his call was a nightmare. Nobody from Cafemom responds to his complaint. We can say that, this Cafemom doesn't want to talk to markets. This kind of perspective is a wrong doings or an unethical thing to do by a company. Imagine this website has sited that with their company you can sign up for free but if you sign up with it you access your account.

Thesis 92

Most of the companies prioritize much on profit even if they don't know the possible things to be happened on the next years. Profit is the only thing on their mind, just to raise money and earn profit and gain the number one spot on its industry. "Companies are spending billions of dollars on Y2K. Why can't they hear this market time bomb ticking? The stakes are even higher." This statement emphasizes that each of the companies should focus on not only for money but also for their stakeholders. You can't do business if you do not have concerns on the people around you. As one of the thesis statement sited that public affairs should also implemented and build in to the perspectives of these businessmen.

In the statement, the time bomb means that people are growing and becoming matured. And, I can say that those people are getting smarter. Not only our equipments such as our computers, laptops, mobile phones and other emerging technologies are improving and stepping up to a new level but also we as a people and as a markets are improving. In what way and how we are improving at all? Through

our perspectives, experiences and philosophies in life, we are learning from ourselves and we can transform our mind to a higher level. Combining the knowledge of those skilled persons and the things they experienced, they can apply those things on business especially when you are the markets. We are wise men regarding on negotiation with the companies. Products and services are offered to the markets not because of money but the right is to serve and to satisfy those people ethically.

Thesis 93

Conversation within and outside the company are important especially to those people negotiating and doing transaction. Every parts or departments are interconnected with each other. In other words, everything is directly proportional with each other. In this thesis statement, the wall, Berlin Wall is like some hindrances to us to be understood. Specifically, those hindrances are the dilemmas and problems to converse and transmit data and information with each other. During our old school days, specifically in the late 90's, there are no social networking websites and other technologies related. But then, as the generations improved they build up some new things here in our world and improved some ways to communicate with each other.

As I've said, companies during our old school days have limited tools to use in order to converse. Our problem is that, we have limited ways, methods and some tools to use. For example, during that generation, internet was not that accessible to us, markets are also limited to have feedback to the companies. Only ways and methods at that time was going literally to the marketplace of that company and have feedback such as comments, suggestions and reactions about their offerings. And, the only tool at that time was through papers. In restaurant, for example, after you eat from their restaurant, some of the employees distribute some papers to be answered by the customers. These papers question the customers how good the service of that restaurant is. Some comments and reactions should be answered by the customers.

Thesis 94

As we've said, companies during our old school days have limited methods and ways to communicate with their customers. You can talk to them actually face to face during your negotiations and transactions. Markets on the other hand have also limited tools to use in order to contact the companies. As we grow up and our generations improved, those methods, ways and tools were also improved. For example, nowadays, companies are now having not only a dynamic website but also through that website, you can now do your conversations, negotiations and even your transactions as both consumers and producers. Nowadays, the word, "innovation" is one of the goals of the businessmen. Why? Because, through innovation you can earn satisfy the people around you and earn profit at the same time.

A good example is the Amazon.com; this particular company took 10 years to be profitable. Imagine that 10 deadly years of operations made them successful at last. Innovation as one of the strategies to gain competitive advantage is now emerging as perspective of the businessmen nowadays. Except from cost and product leadership they now include innovation as the competitive factor for companies. Through innovation you can change instantly the way of living of the people and the markets. Competitive advantage, as we know, will gain us to the number 1 spot if we gain its requirements. For example, regarding internet providers here in the Philippines, those providers keep copying each other and do some innovation with their business.

Thesis 95

For both companies and markets, interconnection with each other is one of the factors to be victorious on the business. From “markets are conversations” to “we are waking up and linking to each other” we have learned that these markets are helping each other and getting smarter as the new generations keep improving and emerging. We have also known that, these markets want to talk to the companies both inside and outside of the organization. We, as a markets, we want to connect with our companies directly whether it is inside or outside. On the other hand, for companies, they should have time for their consumers. What do we mean by time? For example, in a internet broadband service provider, if this customer try to contact your customer service in order for him to complaint and you do not have any response from you, there is a possibilities for him to transfer another service provider and probably to one of your competitors.

As we go along with these theses, we have also learned that many ways, methods and new emerging tools and technologies to be used in order for us to connect to the companies. In other words, nowadays we have now flexible tools to use to do communication. For us markets, we are doing everything we can to have data, information and facts about the companies and as well as their offerings in the marketplace.

I have many things learned from reading this 95 theses, especially on retailing side of the business. For companies, what should these people do if this scenario happened and that scenario happened? For consumers, what are things they should do in order to communicate properly and ethically with the producers? I have learned the answers from these questions by reading these theses.

