

# Great Marketing for a Bad Product!

During the last 18 seasons, the [#Knicks](#) have won exactly one playoff series. The product on the court has been nearly historically awful. Yet, the Garden sold out every game for six years, until recently, and, according to a member of their sales team, 90% of season ticket holders have already renewed. For next year. I'm one of them.

What's going on? Apart from the team's performance they have a relentless focus on providing excellent customer service. One example from last night was giving me the opportunity to show my stuff from the foul line. That created a memorable moment. During the games there is a relentless focus on off court entertainment from pre-game through the 4th quarter tee shirt cannons.

In every industry there are things we can't control. Maintaining excellence on what we can control goes a long way to keeping customers satisfied.

Find the original post on [Doug's Simon LinkedIn](#) account.