

TAILORING *your* CUSTOMER

TOP TIPS to *truly* TAILOR your CUSTOMER for BUSINESS SUCCESS

ONE – DEVELOP A CLEAR UNDERSTANDING OF THEIR PROBLEM

As I have said before people buy from people and 9 times out of 10 people are looking for a solution to a problem. How do you make your customers life more comfortable or take away a problem that they constantly encounter?

Think back to you own why and your own value that you hold in your SERVICE.

TWO – GO EVEN DEEPER TO UNDERSTAND WHO YOUR CUSTOMER IS

So i am going to give you an example here. Say your business service claims to alleviate the problem of Insomnia.

8 year old girls can suffer Insomnia and 80 year old men can suffer from Insomnia. Their problem is the same but the root cause is often very different. In turn the way in which you treat the problem is likely be different.

Know your customer and know their cause. Only then will your SOLUTION speak to them - it is not the solution you focus on it is the customers cause!!

THREE – ASK QUESTIONS *and* QUESTION EVERYTHING YOU KNOW

Clients are individual. As i said above offering a solution to a problem is one thing, building a customer base of invested clients in quiet another.

Stop telling your Clients what you do and ask them, what they are suffering from? What stops them getting over the issue they have? What alternative solutions have they tried before? Why did it not work for them?

Be sincere in wanting to understand the answers that you are given and to not ask them so you are able to talk about your service.

FOUR – BE CONSISTENT

Show up! Show up! Show up! and do not bloody give up!

Your customers must be able to trust that you are an expert in your field. You know what you are doing and that you will provide quality and add value to their lives. That takes time.

This means that you have to show up providing real, actionable content which can demonstrate results. Consistency and longevity is key to achieving this!

FIVE – FOLLOW UP

So you got a lead! You know they have an interest in your service, but they go cold on you. You feel that you are being pushy, you feel that you don't want to put pressure on anyone, or maybe you are scared that you can not deliver what you say you will??

YOU are the only one in control of the ultimate success or failure of your business.

Make your ideal clients an active part of your business by communicating with them on a regular basis. Send personal emails and engage them through questions, and other social media channels. If they don't want to hear from you they can leave your group, they can unsubscribe from your list. They have a choice.

Do not allow yourself to right off a customer based upon your own negative self talk.

Lisa Marie Hamilton