

THINGS YOU SHOULD KNOW ABOUT YOUR CUSTOMER

**Get closer than ever to your customer.
So close, in fact, that you tell them what they need well before they realize it themselves. (~Steve Jobs)**

Knowing & keeping up with trends will influence your customers, therefore, this helps you get ahead of what your customers need & allows you to offer it to them as soon as they need it.

Here are some things you should know about your customer:

1. Know who they are

If you sell directly to individuals, find out your customers' gender, age, marital status, and occupation. If you sell to other businesses, find out what size and kind of business they are. For example, are they a small private company or a big multinational? The more you know the better the relationship.

2. Know what they do

If you sell directly to individuals, know their occupations and interests. If you sell to other businesses, it helps to understand what their business is trying to achieve, especially if you both hold a common goal or vision.

3. Know why they buy

If you know why customers buy a product or service, it's easier to match their needs to the benefits your business offers.

4. Know when they buy

If you approach a customer just at the time they want to buy, you will massively increase your chances of success. As such, if you catch them at the wrong time you may lose the sale all together.

5. Know how they buy

Some people prefer to buy online, while others prefer a face-to-face meeting. Know which your customer prefers.

6. Know how much money they have

You'll be more successful if you can match what you're offering to what you know your customer can afford. Don't undersell yourself but don't start your price point at a place you know is out of their reach.

7. Know what makes them feel good about buying

If you know what makes them tick, you can serve them in the way they prefer. If you know they value a good deal, or quality, or buying in bulk, etc. you will be more likely to close the sale if you know what makes them proud of the decision to purchase.

8. Know what they expect of you

If your customers expect reliable delivery and you don't disappoint them, you stand to gain repeat business. Adopt an attitude of "under promise and over deliver."

9. Know what they think about you

If your customers enjoy dealing with you, they're likely to buy more and refer you to others. As well, you can only tackle problems that customers have if you know what they are.

10. Know what they think about your competitors

If you know how your customers view your competition, you stand a much better chance of staying ahead of your competition.

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Ten effective ways to RISE UP, AIM HIGH, STAND TALL & BE OUTSTANDING in the field of life & business

Ultimately, your goal is to create a healthy, profitable long -term relationship with customers that provides value to you both. The only winning that will work is one that is win-win and that only occurs when you take time to actually be your customer.