



## 8 OPERATIONAL TIPS FOR

# Getting to Know Your Customers Better

from the BLUE SAGE on Business Series

Whether you're running your own company, about to start one, or managing a line of business in a company, now is the time to look at how what it takes to make, and to keep your customer happy, **consider these tips...**

### 1 | Become more customer focused.

Identify your customers' needs and wants, and position your products to meet and/or exceed these. *Everything your business does should be done with your customer in mind.*

### 2 | Know the value of your customers.

Is it more efficient to retain the customers that you *have* already, or to attract new ones? You can calculate the value of your current customers by understanding how much revenue each customer creates for your company each year. Then you can multiply this amount by the life expectancy of your customer to calculate the net present value and internal rate of return associated with each customer. Use this information to determine how much to spend to attract new customers, or to retain existing ones.

### 3 | Understand how your customers' view and value you.

How do your customers rate you on the products and services that you deliver? How valuable are they to your audience? The value of your offering is determined by whether or not your customer is willing to buy or own it. Once you have the answers to these questions, create meaningful goals and objectives to deliver the value your customers expect.

### 4 | Deliver benefits that customers really desire and value.

How does a prospect know whether or not your offering can fix a problem that they don't even know they have? Describe the benefits of what you do, how your product or service uniquely satisfies a need, fills a void, provides a solution or identifies a problem.

### 5 | Identify what your brand means to customers.

Loyal customers are your greatest asset. Find out just how loyal your customers are by asking them to tell you exactly what makes your offerings valuable to them.

### 6 | Speak to your clients in a language they can understand.

Make your written and verbal communications easy to understand with a clear and concise tone, content, and writing style. Avoid acronyms and technical terms unless widely understood by your audience.

### 7 | Get feedback from customers and prospects.

How do you find out why your business isn't where you want it to be? Get out and talk to customers. Talk to prospects. Find out what they need and how you can fill their needs. Then what? Link the voice of your customer directly to your internal (customer centric) processes.

### 8 | Spend as much time as you can getting to know your customers.

Write a detailed description of your ideal client. What type of business issues do they have that you can help them with? Why would they benefit from working with you, or buying your product? Once you've found them, take the time to understand your ideal clients' needs, issues and buying preferences.

**BLUE SAGE Consulting, Inc. works with businesses to enhance their market presence, energize sales and drive efficiencies.**

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