

Customers have needs too

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If you are serious about building a career or business on the foundations of value-based customer service there are a few areas about customers you need to know. If you want them to receive the best contact with you or want them to be positively impressed with your care and concern for them read on.

People are unique. Not one of us is the same. We all have different needs, and when you meet those needs I feel important and would want you to keep helping me. But there are some needs we all share or hold in common. Taking care to ensure you or your business seriously address these needs will build a solid relationship and a successful career or business.

- **Make me feel valued by you.** How do you do this at present? What changes are needed?
- **Make me feel comfortable and not pressured with you.** Is this how they feel? What needs to change to meet this basic need?
- **Give me you undivided attention.** This is a tough one, but can you do this? How do you discipline yourself so you can do this? Are there training issues or staffing issues that affect this area?
- **Don't judge me by your perception on my ability to afford what you sell.** How many times have you caught yourself making this judgement? Each person coming into your place of business is a potential customer -- if not now, later. **Treat them all special!**
- **Focus more on me than your work schedules activities, rules or personal life.** This is a killer. How often have you favored your 'policies' rather than responding or dealing with a customer's needs or problem? What needs to change here?
- **Don't ignore me for someone who appears to be a 'better' prospect.** Have you ever been on the receiving end of this one? How did it feel? What can you do to ensure none of your customers' feel this way?

Just a few areas where being sensitive to the real needs of your customers will help build a good solid relationship and bring them back again and again.

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