

What do customers really want?

Dave Buchholz

David & Associates



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Marketing vs. Selling

- Not a battle of products, but perceptions
- Selling is getting rid of what you have
- Marketing is offering what people want
- Offering the right product at the right place at the right price and the right time to the right people
- Who determines what is right?



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The Consumer Landscape

- Seeking an “enriched” experience
- A relationship, not a one night stand
- They want what their subculture wants
- Motivated by outcomes—and values
- More choices are leading to more confusion
- Internet used to narrow down choices as much as explore options
- There is way too much of everything—so how do you stand out?



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The Unique Selling Proposition

- The one distinct idea that sets you apart
- Doesn't have to be about price
- We are the business that...
- Concise and easily communicated
- Preemptive marketing



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What is a brand?

- A brand is NOT a logo
- A brand is NOT a clever slogan
- A brand is NOT a jingle
- A brand is NOT a brochure, website or TV commercial
- A brand is NOT an advertising campaign
- A brand is NOT what you say it is
- A brand is NOT necessarily what you aspire to be!



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What does this brand represent?



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What is a brand?

- A brand is a **RELATIONSHIP**
- A brand is your organization's **PERSONALITY**
- A brand is **CONSISTENT & PREDICTABLE**
- A brand is **DISTINCT & SPECIAL**
- A brand is an **EXPERIENCE**
- A brand is a **PERSON**, not a trademark
- A brand reinforces one's **PERSONAL IDENTITY**
- A brand is a **PROMISE...FULFILLED**
- A brand is a **PROBLEM SOLVED**



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What is a brand?

- A collection of perceptions in the consumer's mind
- Perception vs. truth
- People don't experience reality—they interpret it
- NOT about choosing you over the competition
- It's getting customers to believe that you're the **ONLY ONE** who can provide a solution



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What does this brand represent?



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Taking control of your brand

- What pops into people's minds upon hearing your name?
- Three marketplace segments
- Who is defining your brand? Your competition? Your customers? You?
- What are you in business to do?
- Can you define your customer? Where they are? How they live? How they decide?
- What problems do you solve for people?



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The customer mindset

- Virtually every “job to be done” has a social, functional and emotional dimension
- An irrational belief they deserve good things—and they want them now
- Target “lifestyles”, not individuals
- Think context/situations and roles/behavior patterns
- Don’t discount their interest in what you do...or how you do it



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What keeps customers satisfied

- **Knowledgeable & available staff**
 - Assistance when they want it from people who know
- **Friendly people**
 - Value the customer more than the sale
- **Good value**
 - Price is just one component
- **Convenience**
 - Make it easy
- **A fast finish**
 - Once they decide, get out of their way!
- **It may be your service—NOT YOUR PRICE—that leads to long-term customers**



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What does the customer want to get done?

- The quarter-inch drill bit
- The question every consumer asks
- “We want to be your office supply company...”
- Translate features into benefits
- Benefits change depending on audience



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Creating benefit statements

- The “so what” test
- Use “you’s”
- Explained what is gained...and not lost
- Connect emotions with logic
- Short, easily understood words (acronyms!)
- Action verbs
- Don’t deny current customer satisfaction
- Link benefits for impact
- Communicate value



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How does the customer measure value?



- **Maximum value is achieved when the product/service is free of unneeded features...and empowers customers to complete a task 100% successfully**

Price vs. Value

- Price is what you pay. Value is what you get.
- There are no price objections—only value questions
- Why do people buy where they buy?
- Money is not as much about resources as about priorities
- A person will exchange their money for that which they feel is of equal or greater value than the money they are exchanging it for
- Your job: Educate customers that they've made a good decision
- Logical reasons to justify emotional buying decisions



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What customers want...

- Many times, they don't know until they experience it
- To know they made a good choice
- To not feel stupid
- To feel smarter
- Confidence. Honesty. Relevance.
- A problem solved. An objective achieved.
- Customer surveys
 - Are you getting the customers you want?



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What customers expect...

- **To be greeted promptly**
 - In person, on the phone, fast-loading website
- **To have concerns addressed with sensitivity & efficiency**
 - Eye contact if person-to-person
 - “What you have to do...”
- **Clear communications**
 - From people who know what they are talking about
- **Individual solutions, not cookie-cutter**
 - This is about me, not about everyone else!



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Know your customer

- **Customer history**
 - Would you like the same type of suite? vs. Have you stayed with us before?
- **Who's the decision maker?**
 - Person using the brand may not be the purchaser



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Reward the customer

- **Reward customers for their individual value to your business**
 - It's OK to treat different customers differently
 - Surprise with extras or gifts
 - Discounts are promotions; Gifts are rewards



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Set & maintain service standards

- **Stay true to the course**
 - 30-minute deliveries
 - Same-day shipping
 - No-questions-asked returns
 - Tell customers what they can expect...and then stand by your word
 - Customer who complains and gets a resolution is more loyal than one who never had a problem



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The Impact of Poor Service

- **17%** will bolt after one faux pas
- **40%** will jump ship after two
- **28%** will leave after three
- **85%** say “3 strikes—you’re out!”



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Tell them you love them.

- **Coddle your customers**
 - Talk with them often
 - Listen carefully to complaints—and then address them
 - Fix the customer—then fix the problem

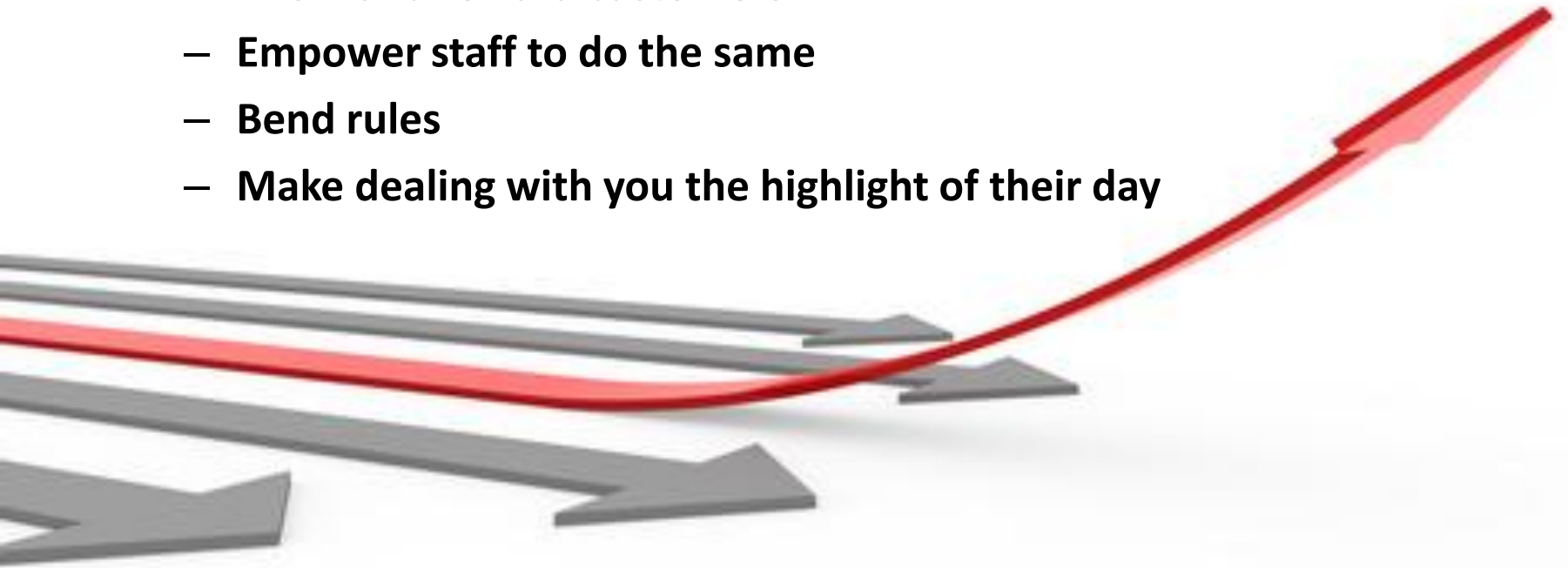


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Make customer care a core value

- **Rise above the competition...**
 - Know and reward customers
 - Empower staff to do the same
 - Bend rules
 - Make dealing with you the highlight of their day



Your advantage over the big guys

- You're not big
- You're adaptable & flexible
- You can be closer to your customer
- The big guys don't have the will, need or interest at this level.
- You can. You should. You must.



3 Ways to Build Your Business

- Get **MORE CUSTOMERS**
- Increase **FREQUENCY OF PURCHASE**
- Increase **AVERAGE PURCHASE**
- 2 of the 3 ways involve **EXISTING CUSTOMERS**
- Take care of them—or someone else will
- Please & maximize your extreme loyalists
- True opportunity to differentiate—and “**WOW!**”



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5 ideas to take home

- **Waves of postcards**
- **Bounce-back coupons**
- **Talk with customers about why they choose you**
- **Identify non-competitive businesses who target your customers—and collaborate**
- **Discount your core product/service at your own peril**



THANK YOU!



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