What do customers really want?

Dave Buchholz
David & Associates
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?
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?
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
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!
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

DAVID & ASSOCIATES
the elements of effective marketing communications
www.teamdavid.com
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
What does this brand represent?
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?
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
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
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
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
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
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?
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!
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
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
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
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!”
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
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!”
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!