

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How to Build A Steady Stream of Customers—Step One

By Al Hanzal

How to Build A Steady Stream of Customers—Step One by Al Hanzal

Building A Steady Stream of Customers—Step One

The success of a small business depends upon a steady stream of good customers. To build that stream of customer a business owner must examine five critical points in their business operations. This is the first in a series of five articles that examines those critical points.

Target Your Customers—The Key to Your Success

The heart of every small business is getting a steady stream of good customers. Other things can be less than perfect with your business, but without a steady stream of good customers, your business will eventually die.

If you worry about getting more customers to your business, you are not alone. The stress and worry of getting enough good customers is the number one reason small business owners lose sleep. (As a small business owner, you already feel this!)

The surest way to move your business to the next level is to focus on "who" is your customer. Who is going to open their wallets to buy your product or services?

I know you have heard this before and you may even be tempted to stop reading this article. Do not stop!

If you make a mistake about your target population or if you don't fully understand the critical details about your target population, you are building your business on sand. No amount of product quality; no amount of customer service; no amount of sale skills can overcome the wrong target population for your business. They will not buy because they are the wrong customers.

If you need more evidence, look at large corporations. They spend millions of dollars doing market research, creating focus groups, testing their markets and profiling potential customers. They do this

How to Build A Steady Stream of Customers--Step One

before they begin doing product development or before they roll out a new product or service. They are successful because they understand and know their target customers.

Lack of Money and Time!

If you have at least read this far, I want to tell you there are solutions to the critical area of your target customers. The solutions don't involve the type of money or time the large corporations spend on market research. Time and money are precious resources to the small business owner.

The following is an easy and fun exercise you can use to get a better understanding of the right customers for your business. Complete the exercise. Then each week for a month review and add more details to your results. Then review your results the first day of each of the month to confirm they

are still valid.

This will not require a lot of time. It will not require any money. It will require you to put on your thinking cap and be creative. The reward will be a stronger foundation for your future business.

Profiling Exercise

You have heard about racial profiling, criminal profiling, and terrorist profiling. I want you to have some fun and create a customer profile for your business. If you were an FBI agent, how would you profile the typical customer that fits your business? Here are some of the characteristics you must include in your profile:

Demographics

- Age, sex, location, homeowner, etc

Buying habits

- How many are there

- Where do they shop

- How do they shop

- When do they shop

Buying motivations

- What problem do they want solved

- What benefits do they want from you

- What features are they looking for from your product

- What do they like and dislike about your industry

- What special circumstances must be present for them to buy from you

- What guarantee do they need from you

Follow up services

- What do they want from you after the sale

- What do they expect from the relationship to remain loyal to your business

How to Build A Steady Stream of Customers--Step One

To help obtain the answers to these questions, think about your last ten customers, or ten of your best customers. If you want to add real depth to your answers, call up five of your best customers and ask them the question directly. Tell them you are trying to improve your business and you need their help. Give them some small token of your appreciation for helping you with this task. Let them help shape your business! They will be honored that you asked for their help.

If you have other employees or sales persons in your business, ask them to complete the same exercise and put together a profile of your typical customer.

There are level and levels of details to these profiling questions. That is why you periodically need to come back to the same questions and add more details.

Conclusion

To move your business forward, you must have a through knowledge of your buying customers. Completing the profiling exercise of your best typical customer is a fun and easy way to establish a

solid foundation for the next stage of your business. For a longer, free report on targeting your customers, send an email to al@hanzal.com with the subject "Free Report on Targeting Your Customers."

Copyright Al Hanzal, 2004. All Rights Reserved

It's All About The Customers, Baby

By Dr Kem Thompson

If you want to ensure a steady stream of customers in your business, you must always remember why you're in business in the first place.

Sure you want to earn a decent income for yourself, but you also want to provide a useful service don't you?

That second reason should take precedence over the first. Your main aim should be to provide a useful service to people. Making lots of money from it should be secondary.

When you have your priorities in that order, guess what happens? The money starts to come in! You literally become a customer- magnet.

Know why? Because when people sense that you genuinely care about them, they'll become loyal customers and will get their friends and family to buy from you as well.

Remember, no matter how much money you want to make from your business, without customers, you

How to Build A Steady Stream of Customers--Step One

won't make a thing.

So always, always, always, always, always(you get the point, don't you!?) always(!) think about your customers first.

Consider it an honour to be in a position to serve them.

Then think of ways to serve them to the best of your ability.

Here are a couple of ways to take good care of your customers:

a.As often as possible, ask them what they want or need. The most successful businesses are the ones that satisfy the *known* needs or wants of customers. Don't assume you know what they want. Ask and be sure.

So find out what your customers want, ask them how you can serve them better.

Then provide that need for them. Even if you don't sell the product or service they want, find someone who does and refer your customer to them. Be a resource; they'll love you for it.

You'd have saved them the trouble. And they'll reward you for it by being loyal to you.

b.Aim to provide more value for money. This can be in form of 'try before you buy' offers, or giving away something for free. It could also simply be regular courteous service – going the extra mile, so to speak.

Always think 'how can I provide more value for my customers?'

With that mindset, you will be alert and open to opportunities to give more value to your customers without breaking your bank balance!

Can you think of other ways to take good care of your customers?

DR Kem Thompson is a Business Success Coach. She works with women in business, helping them to create successful and prosperous businesses while achieving balance and fulfillment in other areas of life. Subscribe to her FR*EE newsletter, 'Business Times For Women' by sending an email (write your first name in body of email) to

.

You have permission to publish this article electronically or in print, free of charge, as long as the bylines are included. Please print the article in its entirety unchanged and notify the author by email when you use it.

How to Build A Steady Stream of Customers--Step One

It's All About The Customers, Baby
Are You A Pelican Marketer?
Get More Web Site Traffic From Search Engines
Three Steps for Online Success
You Can Make Money With A Home Based Business

Profitable Crafts Vol 4
Magic Subscriber – Automatically capture your visitors email addr
Power Profits Autoresponder Course
Easy PDF Publisher's Toolkit
RSS Announcer



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!