

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 know your Customers 'Inside-Out'?

By Marie-Claire Ross

How to know your Customers 'Inside-Out'? by Marie-Claire Ross

It is common knowledge that customers are the lifeblood of businesses. Let's face it, if you don't have customers, you don't have a business.

Yet, while most businesses say that the customer is an important part of their business, their actions do not support their words.

Many companies spend most of their marketing dollars trying to attract new customers, leaving their existing, loyal customers fending for themselves. Did you know it is five times more expensive to obtain a new customer than it is to satisfy your existing customer?

Worse still, some do not treat their customer complaints seriously enough.

To run a successful business, you must have in-depth knowledge of who your core customers are and their evolving wants and needs.

There are several key areas that need to be evaluated, in order to understand your customers.

What Benefits are your Customers Buying?

Customers do not purchase features or products, they purchase benefits. Consumers don't buy laundry powder, they purchase goods that make their whites brighter, save them time in the laundry and remove stains. Likewise, they don't purchase televisions, but home entertainment boxes for family unity.

Similarly, people rarely make purchases based on rational, logical thought. Instead, they purchase products and services based on emotional reasons. Then, they rationalise their emotional desires with logic.

How to know your Customers 'Inside-Out'?

Interpreting buying behaviour can be complex due to the myriad of emotional and rational factors that are used in the purchase decision process. It is important to unravel this complexity in order to profit from it. You need to find out, from the customer's point of view, what exactly it is they are buying. This will enable you to sell the emotional benefits to your current and potential customers and produce innovative products desired by your customers.

What Types of People are Buying your Products/Service?

Some crucial factors that affect purchasing behaviour are the personal characteristics of the consumer. These are demographics (eg: age, gender, occupational status) and psychographics (eg: preferred recreational activities, level of spending on clothes).

By combining both your demographics and psychographics, you will be able to accurately define your target market. This can save you money on advertising in the long run, as you will be able to precisely match the media audience characteristics with your core customers

For example, instead of just targeting females aged 25–39 years, you will need to find the right promotional vehicle that matches your market of professional females, 25–39 years of age, fashion-conscious, with a high disposable income.

When do Your Customers Buy?

Buying patterns are often closely related to a customer's lifecycle stage. Important 'rites of passage' occasions are moving out of the parental home, marriage or change in employment.

By understanding the different lifestyle factors that may affect your customer's buying patterns, you will be able to target your customers through more appropriate advertising (eg: Back to School).

How Satisfied are your Customers after Purchase?

Research has found that repeat and referral business typically account for 60–90% of revenues. The value of loyal customers and word-of-mouth endorsements should never be underestimated.

For a customer to recommend your product and use you again, it is crucial that every contact you have with your customer is satisfactory.

The best way to find out your level of customer satisfaction is to ask them. If you have a small client base, this is a relatively easy procedure, but if you have a large customer base and different staff attending to their needs, a market research study will need to be implemented.

How do you conduct Customer Satisfaction Research?

There are two ways - you can conduct the research in-house or you could commission a market research agency.

How to know your Customers 'Inside-Out'?

Conducting the research yourself is advisable if you have lots of time, you feel knowledgeable and confident about questionnaire/research design and data analysis. Remember, conducting market research is a lot harder than it looks. Therefore, you will need to invest time and money reading books on how to conduct research.

If you choose to commission a market research agency, there are several things you can do to cut costs. Write a draft of your questionnaire and/or use a freelance market research consultant or small agency who charge a more competitive fee.

All in all, communication is the foundation of customer service. It is only through listening to your customers that you can meet their needs and ensure your success.

Inside The List: The Secret To Real Online Profits?

By Caiden Felix

So, What Is 'Inside The List'?

You have no doubt heard the saying "The money is in the list", well this product claims to teach you how to set up subscriber lists and how to market to them in order to get the cash rolling in!

The pair who have written this book are also responsible for the highly respected 'Beating Adwords' and 'Wealthy Affiliate' membership site. I know for a fact that this pair use these techniques to generate incomes in excess of \$30,000 a month. The question is have they managed to translate their considerable knowledge into 'Inside The List'? Read On!

So, Does Inside The List Actually Work?

Anyone with a decent amount of experience knows how to build an opt-in list, so why should anyone want to part with their hard earned in order to read about it? Well, it is the techniques that Inside The List teach for selling on to all those potential customers and turning them from subscribers into paying customers. Creating solid customer relationships that you will be able to sell to again and again, enabling you to generate instant cash at will. Inside The List achieves all of this and more. Some of the stuff in there was an absolute revelation... seriously!

I know that for some of you the thought of building your own customer base may seem a bit complicated, but don't be put off. The methods can easily be adopted and put into action by beginners. Everything that you need to know is in this book. Inside The List even includes web page templates for those without web page design skills.

Bottom line Caiden... Should I Invest In Inside The List?

If you're looking to make sustainable and, once set up, instant large sums of cash then there is no better way of doing it than owning your own opt-in list. So, as there is no better opt-in list resource currently on the web than Inside The List it most definitely comes highly recommended. All that is required is

How to know your Customers 'Inside-Out'?

that you implement the methods yourself to reap the benefits, after all they can't do the work for you!

Thanks For Reading

Caiden Felix

Did you find this review on Inside The List useful? You can learn a lot more about how Inside The List can help you by [CLICKING HERE](#)



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!**