

Customer focus

Torgny Veibäck

Welcome to this seminar in the field of Business Development in The Business Coaching Programme. My name is Torgny Veibäck and I will talk about the importance of having Customer focus in business.

The right focus!

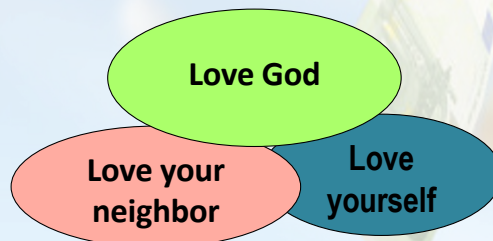
Business
Development

Mathew 22:37, 39

Love the Lord with all your heart, with all your soul and all your mind – and your neighbor as yourself!

Mathew 7:12

whatever you wish that others would do to you, do also to them, for this is the Law and the Prophets



In the seminar about “Christian Business” we concluded that my neighbour is first of all my customers. “Love your customers as yourself!” Is what Jesus says. What does that mean in practice? He has a good advise also for that: “whatever you wish that others would do to you, do also to them!”
Think “what would I as a customer demand?”



Customer demands

Business Development

Quality



On time delivery – speedy / exactness





Service:
 Kind treatment
 Guaranties
 Sustainability
 Honesty
 Super handling of reclamations

The right price



When you go to the store or order over Internet you might not think precisely of the four basic customers demands. But if you reflect on it you will find them obvious.

1 Quality means the function, service, security or finish of the product or service you deliver. It ought to meet the expectations of the customer, keep up to the stated standard, not breaking or be bad in any unexpected way. It doesn't has to be highest quality but good enough for the purpose.

2 Normally the customer want the product or service directly or at the promised delivery time. Sometime the exact date and hour is very important. "I want the flowers delivered exactly at 9.00 AM on my wife's birthday".

3 Service means for example kind treatment, good guaranties, manuals and documentation. Sustainable in the meaning friendly toward the environment. No misleading selling talk or advertisement, keeping of promises and the standards of the industry. An important aspect of Service is how you handle reclamations. When something has gone wrong you have the chance to show the customer respect by handle the reclamation in better way then the customer had expected. When doing so the customer will be loyal to you, even tell others about your good service.

4 The demand many customer are most aware off is the price. Not necessary the lowest price but the right price. Which means reasonably priced relative to your costs but also affordable for the customer.

Besides these there are other unique customer needs.

Two ways to compete

Business
Development

Parker

Lowest Price

Only one!
Big volume
Efficient production

Uniqueness

- **Special competence**
- **Personalised service**
- **Valued features**
- **Attractive design**
- **Extra service**
- **Sustainability**
- **Honesty Reliability**

At all markets only one are able to be the cheapest and that is probably not you! That has to be a company with big volume and very efficient production.
You have to find out what is your unique selling factor. Develop and enhance it.



Most customers are content with your service. They buy and go away satisfied and you see them no more. Better is the loyal customers that are coming back regularly for buying more. The best customers are those telling others about you – recommend your business to friends. How can you get your loyal customers to recommend others? Many companies have special bonus systems or membership clubs for loyal customers. There are many ways.

A few customers may be dissatisfied. They are dangerous if they start to tell others about your bad service. It's them you ought to treat in an astonishing good way, turning them into happy or loyal customers. Amaze them by the way you handle their complaints. What kind of super-service will you do to turn them into customers telling friends of how well they were treated?

Coaching questions

- Which customer demands are most important in your business? How can you focus even more on those?
- Which is your most important unique selling factor? How can you enhance it even more?
- Think of a dissatisfied customer of yours. How could you convert him to become a happy customer?
- How can you get customers to become more loyal?
- Which story do you want customers to tell about your business?

Here is some example of coaching questions your you may talk with your coach. God bless you in developing your sales by better customer focus.