



Business Builder

Tips & Techniques to Help Your Business Grow

How Can You Discover What Your Customers Want?

Just put yourself in your customers' shoes to see the world as they see it. Everytime you are in customer mode, ask yourself if you are happy with every aspect of the buying experience.

Do you experience some frustrating element in the process?

Have you ever encountered an employee who wasn't as attentive or professional as you would have liked?

Did the business make you feel important, even before you make a purchase?

Did your purchase meet or exceed your expectations?

Look at your business from the eyes of your prospective customers and improve each aspect to make them as happy as possible when interacting with your business. People are searching, literally searching, for businesses that will treat them the way they want to be treated, with professionalism and respect. They are searching for products and services that deliver what they promise. They are looking for businesses they can trust.

So, why not ask them if you're doing a good job? One of the best ways to do this is in the form of a survey. To ensure that you get honest feedback, make sure your feedback system is anonymous. While customers are at the checkout, hand them a survey form and pencil and ask them to fill out the survey and drop it in the box by the register. Make it simple and short— five questions with a rating system from 1 (poor) to 5 (excellent) that they can circle— plus a small space for additional comments. To get an even better response, give the customer an incentive like a discount coupon or free gift if they will complete the survey. Track how you're doing and make adjustments to your business often if you want to keep customers happy!

For more business tips, visit our website
www.wgra.net/business_builder.htm

