

CHAPTER 14

HOW TO BUILD CUSTOMER INTEREST

“A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

~ Mahatma Gandhi



The 80/20 Rule goes 90/10

We were taught that 80 percent of a company’s revenue came from 20 percent of their customers. However, our clients today tell us 10 percent of their customers generate 90 percent of the revenue! Therefore, it behooves every business owner to spend marketing money and energy wisely on building growth through their existing customer base.

If you have an existing business, there are people out there that own your products or use your services. They are the people that you would consider to be preferred customers. You need to talk with them...often! They are the customers that you want more of—because they already use your product or service.



Who are they? What do they read? How do you reach them? Why did they do business with your company in the first place? Why do they keep coming back to you? How and where did they find out about your company? What are the complimentary words they use to describe your company or service?

When you talk with enough of them you will see a pattern develop. You will discover your company’s story—the real one that is nestled in the minds of your customers. It is your existing story. If it is the story you desire to have and it gives people the right perception, then your marketing is made easy through ongoing maintenance reminders. You simply need to build on what exists. If it isn’t exactly the story you want repeated to others, roll up your sleeves and here we go. Armed with the right questions, you can re-write the story to receive a more desired outcome!

Here’s how to begin:

Interviewing some of your happiest and unhappiest customers provides important information. First, we find out the number one reason they purchased the product or service. “Oh,” you say, “we know why they bought the product.” Do you really know why? If you do, that’s great—but that is not normally the case. We find that many companies think they know their satisfied customers and why they bought, but they

don't. We have found some companies don't promote the number one reason their best customers like their product.

Build Customer Preview

Purchase the entire book to read more from Chapter 14