

The “You” Factor

“You” is the most important word in sales and marketing

If you are not talking about the customer and their needs you will be less effective in engaging customers no matter how good your products and services are. Customers are only interested in hearing about how you can improve their current situation and why they should buy from you. This is why all effective messaging begins and ends with “you” and seeks ways to engage customers by answering to how we can help them.

The customer does not care how good your company is

If customers were only interested in working with “good” companies then 80% of businesses out there would vanish. Customers would like the very best products and services but more, they want someone to listen to their needs and help them accomplish them. This is why time and time again small, responsive vendors beat out larger market leaders in securing lucrative business. Call it customer service or something else, it is the “you” factor that wins customers.

Focusing on the customer doesn't mean forgetting your selling points

If you talk just about yourself you bore the customer and so the goal is to make what you do about them. Products, features, expertise and everything else about you is for one purpose which is to help the customer achieve their needs. You can have the best product in the world but if you cannot convince someone of how it will help them, you will not sell anything. This is why the most successful companies talk about themselves first in terms of customers' needs.

Isn't this all a bit drastic?

Winning and keeping customers is the most important function there is for any business. Without customers you have nothing but as long as you have customers you are in business. We sometimes forget the overwhelming importance of customers above and beyond anything and everything else and this is especially crucial in today's competitive business climate. Remember that we exist to create customers, not a product, service or shareholder value.

The Final Word

The next time you meet, call or e-mail a customer put yourself in their shoes and remember that the final word is “you”. If you are not putting the customer and their needs first then you are missing the point of doing business. Start with “you” and everything follows.