



# **Women in Europe**

**New Yields of Employment in Rural Areas**

## **Customer Communication**

**Institute FBI, Austria**

**Innsbruck, August 2016**



## *Customer Communication*

To find the best way to talk to potential customers and present your offer it is necessary to create a clear description of it and to get insight in the demands, wishes and goals of your potential customers.

Investigate, in which situation they are and what potential or necessity for change they have. Try to find out, what makes them really inspired and will satisfy not only their needs, but also their visions. The important first step is to ask questions and to listen to your customers. Talking about their wishes, future perspectives, obstacles for development etc., creates a relationship between you and them. It is important to establish a relationship with your potential customers before you present your expertise and your offers.

The following questionnaire supports you to establish an action plan for first talks and current communication with your customers.

### *What do I offer to my customers? My service – my product:*

Describe your service/product in detail?

Why is this service/product the best solution for the customers?

What is important for the customers?

What are their wishes, demands?

In which situation are they in need of my offer?

How will my offer solve their problem?

Why is my offer the best one for them?

What is the benefit of my offer?

What is changed for the customers after buying my service/product?

What do they enjoy?

### *Which kind of customers I do like most?*

#### *Criteria for the selection:*

##### **Motivation**

To which extend is the problem your offer/product will solve for the customer, important for him?

How intense are the customers motivated by their dreams, wishes and goals to order your offer/product?

##### **Willingness to pay**

Do these customers have enough money to buy your offer and are they ready to spend this money? Are they used to spend similar amounts of money for similar products/services?

##### **Coherence and singularity**

To which extent are the demands of the customers coherent with your skills or the product you want to sell? Do these customers exactly want, what you are offering them?

### **Pleasure**

How high is the level of pleasure you do have working with these customers?

### **Easy access**

Are these customers easy accessible, because you do know others or multipliers out of their community/circle. Do you know the areas where they meet, for example facebook groups, Xing.groups, events. Are they reading the same journals or using the same online platforms? Are they organised in private organisations, associations or joining special further education etc.

## *How to communicate with my customers?*

Where will I meet my customers?

Where/using which media and how do they inform themselves?

How I will start the communication?

Are there real areas where they meet and exchange information like meetings of private organisations, congresses, seminars, fairs.....

Or online forums, platforms, facebook.....

What do they hear, see and read: news papers, journals, blogs, videos, potcasts....

Which multipliers they trust in?

What else these customers are buying or which services they make use of?

Plan questions you may ask, when you talk the first time with a potential customer.

Think about encouraging stories of customers, who reached what they wanted – collect customer's feedback and references.

Write articles, blogs and give a speech or seminar, or a virtual classroom training.

## *How to open new perspectives?*

What do my customers need to do the next step to realize their wishes, dreams, goals?

Do they have a vision how to change their current situation?

Do they need your support to create such a vision?

Do the customers have a clear idea about your service/product and what will be changed for them after they bought it?

Are they sure about the change, they want?

Do they need your support to create a clear view on their future prospects?

How you will deal with doubts of customers?

Create information leaflets, describe your competences, product, service as clear as possible. All information should be simple and comfortable, separated in moduls or steps if suitable. The customers should be clearly informed how to start, what will happen, what is their benefit – think about what they have to know before they meet you and you start with your service. Show them why you believe in your offer, give them examples. Helpful is a FAQ-section on your website.

Provide a special offer for the first contact with customers, a short experience of your service or a small gift. Think about competitions, contests, open house presentations.....

## *A nice introductory offer*

*It brings you in contact with your potential customer. It gives them a reason to contact you. It will be perceived as a benefit.*

The customer does not experience this offer as a sales talk to present your service or product. It does not solve his problems, but is a special opportunity. It is a support to do the next step for the customer. They get the trust, the knowledge, the motivation to do this next step and book or buy your general offer. The customers get a prospect, what may be possible for them, that they can reach their goals. It makes clear, what the customers want and how it will be fulfilled.

To get an introductory offer should be as easy as possible for the customers.

The introductory offer is desirable because of the limited quantity and period. Give your customers the feeling that they get something very special and for less money or a part of it for free.

The customer's consideration may be to fill in a feedback questionnaire, which brings you more important information on your service/product and/or the customers wishes and demands.

Use your introductory offer additionally after seminars and talks or after registration for your newsletter etc.

## *The ideal initial talk*

*Introduction – to get in contact*

Questions to build up a relationship – it should be simple to answer

Short, simple but basic facts to start a conversation

*Find out, what customers really want*

Your question should motivate the customer to create visions for their future: what do I want to reach .....? If I had a magic wand.....? Where do you want to be in 12 month?

Use the magic question of Steve de Shazer: imagine that today night a fairy is coming and solving your problem. What are the signs the next day whereby you will recognize that the fairy visited you? – this builds a concrete picture of a possible change.

What is the ideal result you expect using my service or buying my product?

What is the most important result and why?

What is necessary to satisfy you with my service/product?

Take notes and observe, which statements really inspire the customer. Maybe you will be surprised about the things customer really want, what they think and what is important for them. Try to get to the bottom of their wishes and demands.

*What will be different after the change, the fulfilment of the customer's wish?*

If everything would be perfect for you, what would be different?

What would be the best of the change and why?

What would you suit especially?

*What is the challenge?*

What do you think, could hinder you or slow you down?

Which obstacles could be in your way?

What could keep you off from the fulfilment of your wishes or demands?

Challenges may be skills, competences, resources, limitations, external factors, the environment.....

*What are the impacts of these challenges/obstacles?*

Impacts on your daily life, your body, the situation in your family, the working climate in your team, your motivation, the motivation of others, the business, the money

Try to get a 360 degrees vision covering all areas of life and an overview on the costs until now. The goal is not to provoke bad feelings, the goal is to show the consequences and to open up a possibility for change for the customer. The effect is that existing problems are coming up to the surface and can be worked on. The goal is to motivate the customer to change something, even though he does not engage you.

*After overcoming the obstacles, what will happen?*

If you move freely towards your goals, what would be changed?

How relevant would this be for you?

What would be the best of it?

*Present your service/product*

Ask for feedback first for the talk until now: what was important for you in our talk, in the time we spend together.

Show your sympathy and understanding, telling that you know a few persons in similar situations facing the same obstacles.

After this you can show your expertise: I could help a lot of people to overcome these obstacles and reach their goals. I developed a special programme/ a special product for this purpose. I adjusted it to persons in the same situation like you are.

If possible use studies on the effect of your offer. Position you as expert.

My first idea for you would be.....

Now you can continue with a clear description, what you are doing, how you are supporting your customers to reach their goals and to overcome the obstacles. Explain your guarantees, your option of the price – the best is to make the customer ask himself for the price.

Explain the compatibility of your price with the customer's budget.

To strengthen your expertise and to find out more about your customers, you may use checks and tests. For new offers you may start a pilot study.

The participation can be for free or for special conditions. Define the consideration, which you want from the participant – for example to use his success story on your website. Ask persons to participate who know you and/or your other offers.

### *How to select persons for an initial talk?*

*Whom do I know, who is easy accessible? Where I can meet people?*

Choose persons, with whom you feel comfortable and safe for the first attempts. Think about persons you value and note immediately names coming in your mind. Search your contact lists – phone, e-mail, facebook etc. – for persons whom you want to facilitate participation or receipt of your initial offer, pilot study etc.

Think about former customers, social media contacts.

Note the names and combine them with appointed time to meet them. Plan how you want to contact them – via mail, facebook, phone call, traditional letter etc.

Create an action plan including also events, where you will participate to meet potential customers or multipliers. Include your hobbies and sports activities in your planning.