



ARTICLE 006

WHAT YOU NEED TO KNOW ABOUT YOUR CUSTOMERS

How much do you know about your customers, have you really taken the time to find out all you need to know, do you really know the important things? We all know the things that we track in our normal CRM or customer tracking tools, but what about the things you are not looking at? Some items to consider:

- Do you know about your customer's family? Do you remember your last conversation; did they have any problems you need to make sure are OK, not just business problems?
- Do you know who else is trying to sell this customer and where that stands?
- Do you know how much of his/her business you have? Why don't you have it all?
- Do you know why you have more or less of this customers business this year? Did the customer's use of the product or service you provide grow 50% and yet your part of it grew only 20%? Why and who got the rest?
- What would it mean if you lost this customer? What value other than sales does this customer add to your organization? Does this customer regularly introduce you to others who need your service? A simple \$5000 a year customer could be helping you get another \$100,000 a year in business, do you know it.

Want to learn more and look at a simple tool to help you, please email me.

CUSTOMERS FOR LIFE = PROFIT