

Capturing Customers Today

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English summary of the attached published article.

1. Companies must solve a person's problems and alleviate their pain. Yet companies cannot afford to be all things to all people. The solution is to focus and collaborate across your network and supply chains in order to provide exactly what the customer needs and desires beyond his expectations.
2. People hate being sold but they LOVE to buy. You must design your companies marketing and sales efforts and train, train, your people in consultative selling and approach your customers in today's new way. Consider viral marketing on the Internet, word of mouth marketing today takes place but in cyberspace on social networks like Facebook and in blogs and through tweets on Twitter and the latest advance the new Google Wave with wavelets.
3. All companies must change their approach to capture today's customers taking into account the above trends and developments. More consulting with your customer and less selling your customer. More collaborating and less competing across your industry. More directed, targeted problem resolution.
4. For an exercise to determine how your company stacks up go through your brochures, ads, collateral materials and see how often features are presented and your company and its accomplishments are shown compared to how often customer benefits are presented. It's the old pointing out all the wonderful features of your drill bits instead of the wonderful advantages of the holes they make. Simply count up the number of times the word, "you" is used versus how many times the word "we" is used. This **you/we** ratio is crucial for you to track in today's world.