



Ask your clients what they value and want.

Your customers will be pleased that you are interested in them and will let you know what they want. You can ask them individually or with a formal questionnaire.

Marketing Principle #2 Customers buy Benefits (not a products or service's features.)

When women buy cosmetics, they really use the products so they can look good. When you buy a can of drink, you are buying a solution to your thirst.

These are examples of the benefits not the features of the products. Customers buy benefits not features.

What are the benefits that the customers receive from your products or service?

Benefits can be seen as well as unseen. For example, when you buy a car, are you buying just a means of transport? No. You can see some of the benefits of a car, such as easy lock system. You are also buying a status symbol, comfort, and convenience. Although these other benefits are unseen they are just as important.

Which benefits are of most value to your customers?

What is your unique selling advantage?

What is special about your product or service that your competitors don't have?

It may be hours of business, calling at home, or diversity of services available.

Whatever your unique selling advantage is, it must be something that your customers value.

Then tell them all about it!