

## 12 Top Tips for Business Success

**1. Understand customers *are* your business.**

Your profit and the money to run your business and pay your staff comes from your customers. Without them you have nothing.

**2. Become a farmer not a hunter.**

Your best customer is the one you've already got. Understand their lifetime value and aim to get all that business.

**3. Focus on creating superior customer value.**

Make sure the benefits your customers get from you are greater than the costs they pay.

**4. Be fast and easy to do business with.**

Time and effort are bigger costs to customers than the price.

**5. Aim to create an inspirational customer experience.**

Make sure your customers walk away so impressed with you they want to tell others how great you are.

**6. Walk in your customers' shoes.**

Ask yourself, if I was the customer what would I like to hear or see happen?"

**7. Show you care.**

Companies and people not caring is the biggest cause of bad customer experiences.

**8. Have a can do, will do attitude.**

Think of what you can do for your customers, not what you cannot do. Then do it!

**9. Treat your customers politely and with respect.**

Customers want to be greeted, hear please and thank you, and to be spoken to with respect.

**10. Solve your customer's problems.**

Customers want solutions, not explanations or excuses – just results.

**11. Go the extra mile.**

Delight your customers by looking for problems they would just love you to solve but cannot reasonably expect you will – and then solve them!

**12. Learn from your customers.**

They will tell you everything you need to know to succeed. Listen to what their compliments, complaints, questions and suggestions are telling you about your business.