

## 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.