



800-251-0464

cs@superiorbiz.com

What Customers Want

Alex Goldfayn of the Evangelist Marketing Institute (www.evangelistmktg.com) frequently interviews his clients' customers. Here are the most common answers he gets to the question "What do you like best about your favorite supplier?"

- They are easy to deal with.
- They make me look good to my boss.
- They make my job easier.
- They save me money.
- They save me time.
- They bring me peace of mind.
- Working with them lets me focus on my own work.
- They are dependable.

Notice that no technical details or specifications are mentioned. There is nothing about the product, type of production or system. Customers are interested in results, outcomes and good feelings.

You are probably delivering these things to your current customers. Are you communicating that to your prospective customers?