

Recognising your perfect customer

If you could have anyone walk through your door to receive a perfect pitch do you know who you would ask for?
What is it that puts them at the top of your list?



It is important we know what our ideal customer looks like. When we take a moment to think about this we often find that the customers whom we think are the 'perfect fit' are in fact not.

It is also often the case they absorb more resource than they can truly justify. It is easy to get stuck in a pattern of accepting what is, rather than creating what can be.

Why not make time with your team to brainstorm what attributes your ideal customer possesses. Note down what they are and why they are important. Once you have determined this you will be well placed to recognise current and potential customers that fit the criteria.

At the same time you will also be able to raise some red flags against accounts whom you have been drawn into spending too much time, resources and energy with. It is important you re-align your efforts because this resource is now required elsewhere. Clearly this is a delicate task and one that needs to be worked through carefully since these customers are still important to you - just perhaps not as strategically important as you thought they were.

The sooner you understand where your true focus lies, the sooner you can take action to get there.

How do you currently categorise your customers and prospects?

Happy selling!

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Did you know customer loyalty can be worth 10x more than a one-off purchase? And only 4% of dissatisfied customers actually complain. Do you know what your customers are thinking about you?

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... And Finally

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Since the debate has been going on for some time, we thought we'd do a quick poll on what people believe the right mix should be. Visit our [Facebook page](#) to cast your vote...

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