

CUSTOMERS ARE PEOPLE TOO

BUYING PHASE

Think through the customer buying phase. Type up your answers to these basic questions:

- What problems can your business solve?
- How can your business solve those problems?
- What alternatives are out there to what you offer?
- What would convince your customers to buy?

CUSTOMER SOLUTIONS

Find out what your customers think about businesses like yours. Look at some similar sites for businesses like yours. Look at their FAQ page. Look at comments on their pages and even take a look at forums that talk about your type of business. Do you see any common questions/answers?

Create a customer problem sheet on your own paper or on a word processing document. Simply put the words "Problem" and "Solution" at the top. Then write out each in pairs all down the page (see examples). You should be able to find at the very least 10 problem/solutions. If you can not come up with them, talk to one of your newly found team members. Ask your confidant about some of the questions he/she may have about your business. Then, talk to your mentor to help you with some of the solutions and how your business can help.

Here are some examples:

Problem: Not enough green lawns.

Solution: Develop green spray-on nutrients for lawns.

Problems: Car parts are made cheap and break easily.

Solution: Create a wider selection of high quality car parts to help cars run longer with fewer repairs.

GET TO KNOW YOUR IDEAL CUSTOMER.

Ask if your ideal customer would be willing to chat with you about your business idea. Pretend you are interviewing them and ask them these questions:

- What is the best way for me to server you if you were my customer?
- What kind of questions would you have about a business like mine?
- What word would make you want to buy from my business: easy to use, discount, high value, best quality, . . . ?
- What would you expect to pay for something like this?
- (Add some questions of your own related to your specific business.)