

# Biz Buzz

## Lucrative Listening

Many businesses marketing efforts focus on describing how they do what they do. Prospective customers are expected to wade through lengthy discourses on their processes and systems that explain their expertise in great detail. What they fail to notice is the glazed look in their prospects eyes as they launch into chapter three, part five, subsection twelve of; home inspections; tax preparation; voice coaching; personal organizing; etc. Customers tend not to want to know how you do what you do. What customers really want to know is whether your services will give them what they want.

For example, a customer who wants to convert their traditional wood burning fireplace to gas will want to know; a) that you are qualified / certified to do this for them, (and won't blow up their house). They also want to know b) that you are experienced and have satisfied other customers before them and; c) that you can meet their specific needs (i.e. recommendations for fuel efficiency, unusual flue sizing, etc.) They may also want to know if you will deliver the gas insert they choose and leave their home clean by disposing of the packaging. Will you finish the details or will they need to hire a handyman to come in and finish the details when your work is done?

What do your customers want? You don't need to be a detective to find out, as they're usually happy to tell you. It will amaze you what your customers don't want to know when you really start listening. They don't care so much about the technical aspects of the new computer system you're selling them has as they do about your ability to show them how to make it work, its reliability rating and warrantee.

Start by telling your prospective customers who you are and what you do, in a concise, focused way, i.e.:

- I'm a financial advisor specializing in legal tax reduction.
- I'm a personal trainer who helps time crunched executives resurrect their high school physiques.
- I'm a divorce lawyer, and I focus on ensuring that the children in a divorce come through the breakup, intact.

Then sit back and listen. Let them tell you what they want to know about your work. Let them tell you what they need. It's likely much easier than whatever you're doing presently. Of course, if you're not there to answer their questions personally, what you need to do is have this conversation with several satisfied customers, find out what they value most about your work and then transform their feedback into a powerful, factual marketing letter, brochure or website. Repeat this process annually to keep your information current. (And don't forget to get objective input!).

An in-demand speaker and host of *The Many Faces of Coaching™* weekly talk show, Rosemary Davies-Janes founded her Personal Branding firm, Miboso, after working on brand development for some of the world's biggest brands. Since 1998, she has helped over a thousand individuals develop Inspiring Personal Visions and Authentic Personal Brands. [www.miboso.com](http://www.miboso.com)



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Jonathan, author of *LEAP! A Journey to Personal Power and Possibility*, teaches people to think differently about life, leadership and how the world works.

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**Start by telling your prospective customers who you are and what you do, in a concise, focused way**

