

## **You Really Don't Know Why Customers Buy From You**

By Christopher DiCenso

I was speaking with a head of sales the other day and asking him why his customers buy from his company. His response was, "They like our service." When I pressed him to explain what is it they like about the service he could only guess on the reasons and really didn't have any quantifiable or tangible answers.

Most companies only have a superficial understanding of why customers buy from them and not detailed characteristics or descriptors to uncover hidden opportunities or concerns. If you really want to learn why customers buy from you then you need to ask them directly, and not through a mass e-mail 'survey'. Here's what we suggest.

Every time you make a sale or take an order ask the following questions prefacing the questions with a simple 'we're looking to better understand why you like our products or services':

- What are the top three reasons why you buy from us?
- When you say 'services' (assuming service is one of the top 3 reasons), what specifically do you like about our service? (wait for them to respond but if they seem challenged, provide them some help. Is it our response times, availability of product, friendliness on the phone? (or whatever you think differentiates your service))
- On a scale of 1 to 10 with 10 being 'awesome', how would you score our service?

You can dig into these answers in greater detail but these simple three questions will get you started on better understanding why your customers buy from you. Before you begin the questioning process, write down what you think are the top 5 reasons why customers buy from you to see how well you really understand your customer.

My guess is you're going to learn something you didn't know about why customers buy from you and therefore improve how you sell, which should translate into more sales!

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