



Business Local

A Small Business Development Corporation service
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“Is your customer, always right?”

Customers are wise, even when they are being irrational, their perception, fortunately or unfortunately is your reality in business. The customers perception is your truth!

Your perfectly functional item can be deemed totally unsuitable and called rubbish simply because it doesn't match the colour they wanted.

Or maybe it is legislation which does not allow you to do what a customer wants, which then makes you “unhelpful”. But that doesn't matter, the customers perception is your truth! So, until you either change the mind of the customer who insists if they can't buy what is not koshha they aren't going to deal with you. However, what is fortunate is the majority of customers will understand, although there will always be some who will not.

Now we know this has nothing to do with measurable parts of businessor is it? Well because it affects sales and in turn profits, you better start measuring it. It is crucial to your business, it is customer satisfaction. So, when your customer says it is unsuitable, unfortunately for you, it is. The good news is you can prevent this from happening by understanding your customer, really understanding your customer.

It is a big exercise to define who that customer really is, BUT when you do you, you will find you then have a customer who really understands you as well. A customer that understands what it is you can do for them. When you understand and define your customer you can understand the problem you are solving for them. When you understand the problem, you understand the reason they buy what they do. Then you can make changes to ensure that this is YOU.

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