

Finding Winning Customers: Building Value into Your Products/Services

Examine how to find the best customers (i.e. prospects) for your products and services for sustainable success.



Knoxville, Mar 18, 2019 (IssueWire.com) - Today's businesses must build value for customers if they hope to be successful. Yet, value is a moving target. All customers do not have the same measuring stick for sellers to apply a cookie-cut approach. In fact, globalization has created all types of problems for businesses. One of the issues is how to stay ahead of the competition by exploring new markets while keeping the same customer base. Doing this action is not easy. Many businesses build their profitability on this simple equation. Companies seek to reduce their inputs (i.e., outsourcing labor, using better technologies) to obtain greater profitability. Still, the process is often self-serving with little regard to the customer and lesser value on employees. Therefore, many people might insist that some businesses simply stumble on what customer value is and how it affects their business. This article explores how today's businesses should prospect for winning customers by creating value for their customers.

Creating value is not that simple. Some businesses seek to take shortcuts in building relationships with customers with marketing smoke and mirrors. Some organizations simply believe that hiring a large sales force is enough. It isn't! Therefore, business tailors their marketing, advertising, and sales efforts for these type of customers. Value is defined as "the total benefit that the seller's products and services provide to the buyer." Sadly, some business owners do not comprehend how value creation works. John Jantsch, the author of *Duct Tape Marketing*, also maintains that building value for customers is no accident: "You can choose to attract clients that value what you offer, view working with you as a partnership, and want you to succeed..."

For example, Shawnee's Chick-fil-A Owner Jeff Madison understands the merit of this concept. Retired U.S. Army Colonel with 26 years of leading U.S. and multinational soldiers and civilians from cavalry scout platoon to the Pentagon, Jeff recognizes the essential of deploying a combat-proven, critically reflective, innovative and decisive strategy in ever-changing conditions. Despite all the MBA type strategies, success starts with building value for customers. Jeff explains, "We create value for our guests by connecting with our guests beyond the transaction (taking their money at the cash registers). We offer genuine hospitality and Matthew 5:41 Second-Mile Service. We carry trays to the table for guests who need assistance." Madison seeks to build an emotional connection with customers. Thus, winning customers over the long haul requires organizations to be deliberate in creating customer value.

With the economic crisis, local businesses need to consider changing what has not worked. This article demonstrated how today's businesses should prospect for winning customers by creating value for their customers. Being strategically conscious of these business relationships is stress-free. This process takes everyone's total involvement. When small businesses place value creation as a high priority, prospecting for winning customers is a lot easier and more beneficial in the long run.

About Dr. Daryl D. Green

Dr. Daryl D. Green is an internationally acknowledged author and researcher. He is the Dickinson Chair at the Oklahoma Baptist University. Dr. Green writes a syndicated online column and blog. Moreover, he has been quoted in major media outlets, including USA Today, Associated Press, Ebony, and BET. In 2016, he retired from the federal government as a senior program manager. Dr. Green has spent more than 20 years helping organizations and thousands of individuals make good decisions through his lectures, seminars, and columns.



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