

What do Customers want, anyway?

The 21st Century customer is smarter, more demanding, web savvy, in a hurry, a bit rude when things go wrong, looking for a deal, and expecting everything in an instant.

With that list in mind, here is Jeffrey Gitomer's quick, realistic list of 12.5 Things the Customer Wants (and expects) -- that consultants -- whether they're new to the business or have decades of experience -- can put into action tomorrow, and start to breed customer loyalty:

The customer wants...

1. The truth.
2. Speed. (Get back to me FAST, get here FAST, fix it FAST, deliver FAST).
3. The WHOLE problem: Help to fix the whole mess, not just the things that pertain to you. Go beyond the call of fixing.
4. To be listened to.
5. Tell me everything will be OK - reassure me.
6. No surprises. Tell me the bad news in advance - let me plan or alter plans.
7. No excuses. Do what you promised.
8. Friendly dealings (and NEVER argue).
9. Not to be told "no" or quoted from a policy book.
10. You to make me laugh - or at least smile.
11. To be made to feel special.
12. You to show me you care.
- 12.5 You to surprise me in a pleasant way.

Jeffrey Gitomer is the author of [The Little Red Book of Selling](#) and eight other business books on sales, customer loyalty, and personal development. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales, customer loyalty, and personal development at www.trainone.com. Jeffrey conducts more than 100 personalized, customized seminars and keynotes a year. To find out more, visit www.gitomer.com. Jeffrey can be reached at 704.333.1112 or by e-mail at salesman@gitomer.com

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