

NON-FICTION ARTICLE SAMPLE

Business is business. Why do people say that? Imagine for a moment that you wanted to start your own web design company. You can put together a website alright and you've even ordered a pack of business cards to distribute around your home town. It's the beginning of the working week and your wait by the phone. As soon as it rings, you're ready to launch into a scripted sales pitch about your professionalism and superior design skills. Unfortunately, the only call you get that week is from your Uncle Bill. He needs a website, he says. Sure he'll pay you. Your mom said something about the business you're launching and of course, he wants to help. Unfortunately, Uncle Bill is the only one who wants to help. A week or more can easily go by and all the money you're dealing with is the cost of overheads.

Hit and miss really doesn't work in business. To survive in any business, you have to but the bull's eye every time. You have a very small window of time to hook your target and you have an even smaller window in business to cover your overheads. Your business is a sinking vessel. You've got one shot to reach out; income is your life-line. If you don't get your message across, you're going down with the ship.

So how do you save your web design business in the scenario above? Many sales were lost because businesses assume they know what the customer wants. Rule number one: don't assume. The onus is on you as the entrepreneur to make your business work. You can't invent a product that has no identifiable use and expect people to buy it. You can't offer a service that no one needs. The good thing is that we live in an age of information. Marketing research, in theory, is easy to do.

The purpose of this book is to teach you the basis of understanding your customer's needs. By reviewing accepted theories and analyzing example scenarios, you'll learn to recognize the trigger events and other distinctive pointers of the customer-business relationship that move you from assumption to knowledge.

When you contact your customers with information collected from recognized trigger events, you'll be able to build up a good communication and alter your presentation to make it as effective as possible.

This book will help you realize just how many times you've barked up the wrong tree. Many sales people do not take the time to get to know their customers because they assume that every one customer is like all the others. We'll not only prove the opposite is true, we'll show you how to make the most of knowing your customer's individual needs, purchasing behaviors, and general preferences.

By the time you've finished this book, you'll know your customer's needs better than them. Best of all, though, you will be able to do something about it!