

## **Pop the Question**

Let's talk about "popping the question".

You should know how your customers would answer these 3 questions:

- What do you like best about doing business with our company?
- What could we change that would most improve your experience with us?
- What gets in your way of doing business with us?

Knowing their answers to these questions tells you what to do more of and what you need to do less of. It tells you what things you need to stop or change, and it tells you what things your customers are frustrated with.

Remarkable companies regularly and systematically ask these questions of their customers. Then they share those answers with all of their employees and tap into the collective experience and wisdom of their employees.

The secret to success in business, and also in life....is pretty simple.....according to Purpose Driven Life's Rick Warren..... If you want to be a successful husband or wife, learn to see life from your spouse's point of view. If you want to be a successful parent, learn to see life from your child's point of view. Successful employer see life from their employee's point of view.

If you want to be a successful businessperson, learn to see life from your customer's point of view.

You should go out of your way to learn how your customer sees you and your business. Their answers to these 3 questions will be invaluable to you.

How can I do this, you ask. Well, that is exactly the answer...YOU ASK!!!

It is my experience that there are many things in our lives that we don't get...because we don't ask. The raise we know we deserve. Help on a project from a neighbor or co-worker. A donation or contribution from a friend to our favorite charity. We're shy. We don't want to "bother" them. We're afraid of being turned down.

Well, we certainly won't get answers to these 3 questions unless we ask. Get over your reluctance with your customers.

Short customer surveys, conducted by a professional 3<sup>rd</sup> party can do a great job of this. Or, more simply just start asking customers. Start with a sincere "thank you", and then ask them the question you have for them. You'll be pleasantly surprised at the number of customers who will be flattered that you asked, and be very positive with their responses.

Pop the question to your customers!! They will tell you what you NEED to hear.

(413 words)



**Bob Shaff** is President of Customers for Life Consulting, and helps clients "pop the question" to their customers.

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