Exercise 5   A DAY IN THE LIFE OF A CUSTOMER (DLOC)

Understanding Your Customers Better so You Can Align Your Delivery With Their Needs, Wants and Expectations

From an early age, we were taught the 'Golden Rule:' Do unto others as you would have them do unto you. But your customers aren't you. They have different lives, needs, wants and expectations. They don't really want to be treated the way you want to be treated. They want to be treated the way THEY want to be treated. That's known as the 'Platinum Rule.' Treat them the way they want to be treated.

The only way to truly understand their needs is to better understand them. That is the purpose of this exercise.

Part 1
Profile #1

Create a profile of TWO ideal clients or customers. Who are the people most likely to buy from you? In fact, these categories of people are representative of the perfect customers or clients. They can be based on real people that you deal with or sell to, but they don't have to. These two people should be very different, but both are ideal customers or clients.

For example, an ideal client might be: Janet, a 65 year-old woman, senior VP of purchasing, master's degree, recently divorced, recently began dating again, has 3 children and 4 grandchildren, worked her way up at the same company for 20 years. Best of all, she is in charge and can make purchasing decisions without approval from others.

Or, your perfect customer might be a Jacob, a 24 year old man, who never went to college. He is a computer whiz who started his own business with two of his friends. He is dating and might get married, but "doesn't" want kids. Money is tight, but he could grow into a customer for life.

Create two separate profiles — one for each ideal client.

IMPORTANT NOTE: The two different people must be opposite genders AND there has to be at least a 15 year difference in their ages.

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Profile #1

Age	
Gender	
Job/position	
Education level	
Work experience	
Marital Status	
Name	

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Profile #2

Age	
Gender	
Job/position	
Education level	
Work experience	
Marital Status	
Name	

Part 2
Profile #1

Pretend that you are Person #1 — the ideal customer. How would you answer the following 5 questions?

Profile 1: List 5 Answers To Each Question	
What does this ideal customer DISLIKE about buying from your industry?	
What would this ideal customer LOVE if we could do it or provide it (NOT what they do love already.)	
What do they NEED to make a decision to buy?	
What do they FEAR?	
Other choices they have instead of buying from you?	

Part 2
Profile #2

After you have answered the questions for Person #1, now answer the same questions for person #2, BUT you only need to come up with two answers for each question that DO NOT MATCH the answers for person #1. (They are different people, so they cannot have all the same answers.)

List 2 Additional Answers	
What does this ideal customer DISLIKE about buying from your industry?	
What would this ideal customer LOVE if we could do it or provide it (NOT what they do love already.)	
What do they NEED to make a decision to buy?	
What do they FEAR?	
Other choices they have instead of buying from you?	

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Part 3

Sharing

Find a partner and tell them all about this ideal client or buyer. Introduce them with these words: "Let me tell you about Jason who is a 58 year-old senior buyer whose has been in his position for 6 years...."

Include all the small things that make them human. Explain the pressures that they are under, what they would love from us and acknowledge the other options they have, and then switch roles. (In the interest of time, only do this exercise for Person #1)

What you learned from this exercise:

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