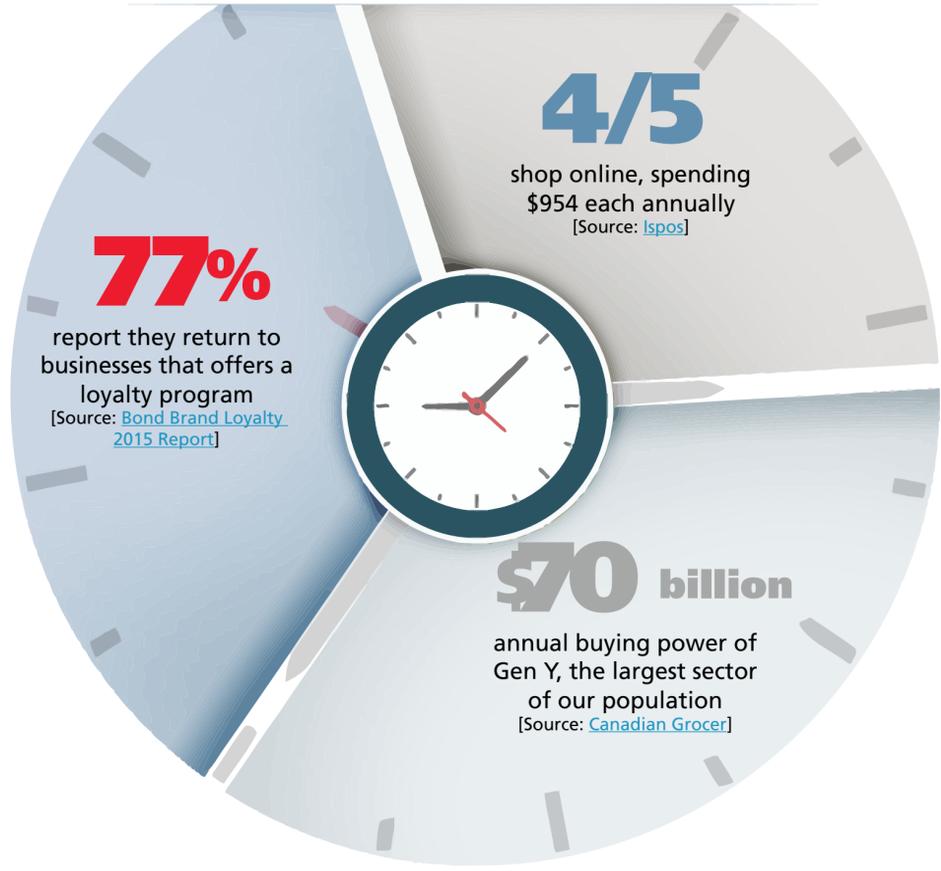


What makes customers tick

Grow your business by understanding customer motivation to buy from you

Canadian Shopper Stats



Understanding what customers want from your business

Build a genuine relationship

Customers return to businesses when they feel an emotional connection to a brand.

Get in synch

Listen carefully to what your customers tell you. Really get to know them so you can better anticipate their needs. Unlike your competitors, you'll be able to offer true value and timely service.



Be available 24/7

Make it easy for your customers to get in touch with you by phone, email or face to face. Invest in a mobile-friendly website with round the clock live chat service.



Respect everyone's time

Respond to calls quickly. Keep your promises for delivery dates.



Run like a well-oiled machine

Hire a friendly and competent team of professionals that are easy to work with. Invest in time saving technologies. Make sure your sales process is streamlined and your team delivers exceptional service.



Reach out on important dates

Your customers appreciate it when you care about what matters to them. Send a small gift on their birthday. Remember the names of their spouses and children.



Reward loyalty with a good turn

It's nice to be rewarded for ongoing business. Set up a loyalty program that delights your return customers.



Offer solutions that are right on time

Ask how you can improve your offerings. Use customer feedback to create new products and services that meet their needs and exceed their expectations.



Be generous – especially with your schedule

Make time to meet with your customers. Follow up after every sale and be available to answer questions. Never make your clients feel rushed. Thank them for *their* time – and their business.



Create a positive experience

According to Harvard Business School professor Gerald Zaltman, 95 percent of purchase decisions happen subconsciously.

"Know what your customers want most and what your company does best. Focus on where those two meet."

Kevin Stirtz, author, "More Loyal Customers"

Avoid these 3 critical lapses

Assume it's all about pricing

A bit of a mental gear switch but it's true: your customers really do care less about cost than how you make them feel.

Ignore the details

Like an intricate timepiece, customer relations require attention to the smallest parts in order to work. Every single interaction matters. Give that little bit extra, every time.

Prioritize the sale

Customer relationships are the lifeblood of your business. Dishonest advertising, hidden fees and failing to keep your word will break trust, lose sales and ruin your credibility.



Time to grow

Now that you know what motivates your customers to buy from you – and what to avoid – it's time to take steps to keep your business ticking. Develop a marketing strategy based on what you know about your valued customers.

Find the money you need to gear up your business by contacting a [Scotiabank Small Business Advisor](#).