

8-23-20 How Do You Know What Your Customer Needs?

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Hi, everyone, welcome to another episode



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of legendary leaders. You know,



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we are all in business, right? That's the entire point of this podcast, we are all in business of some sort. Either we own our own business, or we run someone else's business. Either way, we're responsible for the business results. But what if you aren't in a startup company, right? And I've just gone through that full series of the phases of business. So reflect back to the startup, right? Either you're probably living in that world right now. Or you were in it at some point, right? It's got to be one of the two things. And so if you're living through it, right now, there's a lot of focus. Now more than ever, in your life on a customer, okay? Now, no doubt, if you're in the growth, mature evolution phase, you're still focused on the customer. That's the entire point of business is giving your customer what he or she wants, right? No brainer. But when you enter that startup phase, I think it's surprising To all of us, in a new way, not in an unknown way, but just in a very powerful way, how much our customer absolutely matters. And what I mean by that is, it matters what our customer actually needs. Okay, even more, so let me correct that even in matters even more. So what our customers want. We start off building our businesses and our brands, based on

what we think a customer needs. We look out into the marketplace and we think, Oh, well, they need this tool, because it's going to make their life easier, right? Steve Jobs iPad, right? People need an iPad, because they need a very small, much smaller than a laptop,



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piece of, you know, hardware



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that they can use their fingers instead of a keypad an



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external keypad,



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and they can use this



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because it's going to solve all of these different problems,



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right?



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Well, we didn't get



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an iPad because we needed it. We Got an iPad because we wanted it because it was super cool. And we could use our fingers to touch the screen and do all the different things

and play games and whatever it is that we all do these days on an iPad, right? But Steve Jobs knew who his customer was. He figured it out and he importantly he figured out what the customer wanted the cool something that they wanted and then it became a need because they want was so powerful it then became a need. Oh, I want that because it's super cool but I also need it because it's going to make my life easier by helping me do this and this and this and this right? I can watch movies on it. I can travel with it, I can take it into the office and use it as a computer and you know it's a multifunctional everything is your everything all in the palm of your hand. And



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that was the whole point. Right?



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That was the whole point of an iPad similar to an iPhone, right? carrying your phone and your music together in one so we needed have our music in our phone. And but we definitely wanted it to all be combined.



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So when you're thinking about



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your product and you're thinking about your customer,



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I know you're asking yourself,



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what does your customer need? Want?



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And how do you know?



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How do you know?



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I know we've all come up with an idea or a product or a service, right?



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That we're thinking



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our customers need and want. We need to make them want it. We know they need it because we know the product will provide something better for them. Right? That's the entire point.



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So I'm thinking about for example, my backpacks



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determined brand is the name and so they're about to be out soon. Finally, long awaited launch in the next month or so. And so you know, when I think about the bag, have to think about what the customer needs, and how did I figure out what the customer needed? Well, I had To go to the customer. So the first thing I had to do is I had to figure out who my customer was.



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Right?



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Who was my customer in the first place? Who was that targeting with the bag, I'm targeting, you know, executives or people who work and have to



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carry a laptop.



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And you know,



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it could be for anyone, really and truly, but my target customer is a business traveler. And so when I think about that customer, I had to figure out what he or she is going to need. So I had asked a lot of questions, I had to find my customers. And then I had to ask them a lot of questions. What bothers you about business travel? And what makes it hard about business travel? And you know what, what else would make it easier? What else would you like to have? What are other features that you would want to have, but you don't have get in a bag? Right? Those were questions that I started asking myself. First, I think we all do that. Right? Because most the time we we come up with things that we would purchase or that we could stand behind, right, we have to be able to stand behind our product or our service. And then we go and we try to do market research. And we try to learn from as many potential customers as we can, what they would want.



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And throughout time,



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you can do things in two ways.



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You can



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either go ahead and create your product and hope that it meets the needs of your customer base. Or you can have a product in mind, and you can go figure out exactly what they need and make adjustments and tweaks to your product in order to deliver on the feedback that you've been given. Now, which one sounds better? Which one sounds



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like it's gonna be more successful.



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It's the one where you ask for the feedback first, right? It's gonna save you money in the long run. You want to create a product that you can stand behind, but you're fine with a few tweaks or changes that serves the need of your customer. That's the point of the product. It may not serve the need that you originally had, but you're not your customer, you are one person you are trying to target a group of individuals. And not everybody thinks like you or me. Right? And so we have to keep that in mind too. So I get questions about customers. And I'm probably going to spend the next few podcasts talking about the customer and how we interact with him and her, and how we do different things in our business, to really ensure that we're serving them



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to the highest level and I'm not talking about answering the phone properly, I'm



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talking about through our product. How do we serve our customer through our product? Right now? I talked about the bag. If I'm thinking about legend, and I'm thinking about how do I serve my customer, I have to know who my customer is right because I have multiple avenues and pathways to reach different customers. And I know in the beginning it's so desirable to want to focus on every single group. Right? It's It feels so wonderful to, to focus on every potential group of people that you could serve. I want to serve everybody, because I don't want to limit myself. But we all know that when we can create our niche and niche it down into in focus on exactly who we at least want to start with, we can focus on more later but who we are going to start with.



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That's powerful.



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Because then I hear one answer, I hear one answer to the question.



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What do you need?



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Because it's from the same group. If I have 10 different types of people I could serve, and I go ask 10 different groups what they need, I'm going to get a bucket of 10 different segmented answers. Now, if I could create a product that can serve all 10 segments, that's awesome. But what if I can't? What if I spend so much time trying to survey all 10 and creating a product that can serve all 10 as a whole, that I actually lose my ability to get into the market. You see, there are risks there. As much as there's a benefit, there's definitely a risk. And so I just want you thinking about it. I know you think about it regularly, because again, you're in business, and you're thinking about selling something to a customer. But my question to you is, how are you figuring out what your customer needs? Once? How do you know? How do you know what it is? If you're not going and asking if you're not doing the research, if you're not figuring it out? You've got to that's your first step, right? If you're a startup, especially, we're talking offer validation, right? Is the product or service that I'm offering isn't something that someone wants to buy, well, figured out what they need first, okay, slash want. And then once you figure that out, then you'll be ready to go because remember the key thing hear people always say this, there's so many marketers that say this. So I can't attribute it just to one person because the bulk of people say this, you know, people don't buy what they need people buy what they want. And so you have to be something that's desirable, and then fulfill a need. So how are you doing that? How is your product or service doing that? That's the challenge I want to leave you with today. Is your product fulfilling a gap and a want need gap for your customer? How are you figuring that out? For sure, without spending a bunch of money on creating products and potential? I don't know offers right? product line services that people may or may not want. Figure it out, do your research first. Alright, like I said, I'm going to spend these next few episodes I think, talking about the customer. So hang in here with me, these are going to be some thoughtful questions that I'm going to ask.

You're probably already doing this. That's awesome. But every time you want to create a new product, one you Got to ask this question. So it's a question that doesn't just end after you finish the sort of stays stage right? It's a question you're going to be asking yourself constantly. So build the muscle. Ask yourself now. How are you learning what your customer needs slash ones go and be legendary.