

12-4-20 Meeting the Needs of Your Customer- 2. Uncertainty

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Hey, everyone, welcome to another episode of legendary leaders, you are joining me for episode number two, in a series of sats, where we are diving in and talking about meeting the needs of our customers, right? Yesterday, we talked about why we want it to meet the needs of our customers. And if you didn't listen to that, please go check it out. I don't want to spend too much time recapping. But here we go high level, remember that there are six basic human needs, we all have those same needs, they're exactly the same, we will probably prioritize them differently, versus each other. Right? One of us will have a couple of other ones higher on the list and some others. But ultimately, we have to meet all six. Okay. And the key thing is this, if you understand what their six needs are, then what you can do is meet those needs in your offering in your product over optimally for your customer, which causes them to feel better, and be more apt to purchase your product or service. Because you've met their needs. Okay, three or more is really where you want to be with it. If you can meet all six, that would be amazing. But three or more to Raymond four. So yesterday, we talked about certainty as one of the basic needs, okay. Today, we're diving into uncertainty or variety. Now, it sounds like we're going against what we said yesterday. But we're actually not, we can't have everything so predictable, that we're bored out of our minds, right. And we want some certainty, we want to know that if we're going to spend money that we just haven't wasted it. That's one of the reasons why, you know, people go to Vegas, they they want the certainty that maybe they're gonna win something because they can see that people have. And so there's a chance, right, but then they want some uncertainty in the variety, because you never know when it's gonna happen. And that's the excitement of going, and gambling and potentially winning

money. You see all that works. We can't have everything so predictable that we're bored. As humans, we just, we can't do it. So again, another need is uncertainty or variety. So how do you meet the need of uncertainty or variety with your customers? Right? If I can't try, I can't be uncertain, like I have to deliver a quality product, or that's going to damage my brand. And I would agree with you. I'm not asking you to deliver a subpar product or service. Don't do that. But let's think about this for a second. Let me give you some examples. What about a mystery sale. Now, if you're familiar with black clover, it's a clothing company, they're out of Utah, they smoke, mostly golfing apparel, right, that's sort of what they're known for. But you can wear it for anything, they've got some great clothing. I have seen them through their advertising, and actually bought one just experience it, they do something where they have a sale several times a year and you pay a fee for for a mystery box. Okay. And essentially what you do is you go ahead and you tell them, there's your sizes, right? Because you have to have some certainty and all this, you have to be sure that whatever you're going to be sent is going to fit you right, you need that certainty. Otherwise, it's a waste of money. But you don't know what they're going to send you, you only know that it's going to fit. And so it's super fun, right? Because you know, you're getting a box, you know, it's going to fit, so the certainty need has been met. But then there's some varieties of uncertainty because some mystery box, so you don't know exactly what you're going to have coming in the mail, you open it, and it's a surprise. And you know, it's amazing. So it's a perfect balance. And think about this, as an aside, as the owner of that apparel business. We all know that things, you know, seasons change. And so you have to shift from t shirts to long sleeve or whatever. And you're gonna be stuck with leftover inventory. And so what a great way to get rid of some leftover inventory, and create some variety in the way in which you do it. Right. It's pretty cool. So when when I know that people really like Stitch Fix, for example, right, the clothing company for women, that you put in your size, and you tell them what you really prefer to wear and the colors that you like, and all these different things, and then they send you a box, and they recommend you know, these pieces of jewelry, and you know the skirt and the shirt and whatever. And you keep what you want and you pay for it and you send back what you don't, you don't pay for it. Right. And so there's some certainty there because you've told them what you really like within there's some variety because you don't know what they're sending you. You tell him that need X number of tops, I need a pair of pants you can write you can do all that but you don't know exactly what it's gonna be.



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So that's an idea, but what about some basic simple things right? What if you don't own a pencil What about surprising someone with a 10% off of their order? After they place it? Right? Not as a carrot to go ahead and make the purchase. But hey, because you bought

this from us, and we appreciate it so much. Here's 10% off of the purchase that you've paid for, I know that your credit card just went through, I'm taking 10% off. So you should see a quick credit. What? Who does that? Right? Not as a carrot. But just as an appreciation. Most people do an appreciation of here 10% off next time you come and buy something from us. So still, you're enticing someone to come back? No, I just gave you 10% back on your credit card. You didn't ask for it. But I just wanted to surprise you. Because I appreciate the purchase. Right? I appreciate you being a loyal customer. It's pretty cool, huh? Or, you know, what about throwing a surprise item in their box or you know, something that they've ordered? Or maybe it's a surprise, something that you can send to them and through their email? People love surprises. How do you surprise your customer in a way that doesn't cost you a whole lot. But really, the customer would appreciate anything that is above and beyond, right? Anything that you don't have to do. But you did do can create variety. And it can create appreciation, right? So you can do this when you offer a service by providing extra time with you, or a free tool they didn't expect to receive. We all need variety, which is why we get excited about these things, right? We get excited, we feel a little special. But we love the surprise of it. We love the excitement and the surprise. So let's think about this, this other example that I just thought of Have you ever been to a restaurant and you're just hanging out, you're having a great conversation with your friend. It's just it's a great experience, having a good evening. And the waiter swings by the table and said, Hey, we had a little extra taste of this dish back in the kitchen. I just want to pop it out. I thought maybe the two of you could share it while you're waiting on your meal, you know, just a little side appetizer. Or they bring a little bit of a desert out just because you ever had that happen to you? I mean, I have and and so think about it. Is that not one of your favorite restaurants now and got your favorite waiter in that restaurant if he or she is still there? Most likely? Yes. Absolutely. Because why? Because they they created excitement. They did something completely unexpected. And it made you feel good. And so you want to go back and feel that again. So here's the deal. Do something like that with your offer, as part of your business. Something that's totally unexpected, that can can create excitement. You know, I'm just giving some basic examples, look through the lens of your business and think how can I create some variety that I know I knew enough, I can do enough things to create some certainty, such that it's not going to really upset people, the variety or the uncertainty isn't going to be upsetting and truly contradictory to the certainty. But at the same time, it allows for the excitement. And if you can do that in your business with your offer, do it. Have fun with it on your end when you do it. But then realize that your customer is going to have fun with it. And that's going to cause you to create a following a loyal following and tribe. Meeting the basic needs of your customer is going to create your tribe. So have fun while you do it. Right. Okay, good. be thinking about how you can do this in your business. That's where I'm going to leave you today. And we're going to dive in tomorrow is going to be another one of the basic needs. I can't wait to bring that one to you. I look forward to hanging out with

you again tomorrow as always go and be legendary.