



How To Discover Your Ideal Client

The best way to discover what makes your customer tick is to ask them. Using market research techniques to “study the market” sounds intimidating and often skipped. But in reality, it’s not as hard as it sounds. Let me prove it. This guide will teach you a simple process for discovering your ideal client’s needs and desires.

This is a cost effective way of obtaining what they think and the actual keywords they use. The keywords in this language will be leveraged for marketing materials, emails, cold calls, websites, customer support language and actual product enhancements.

Research Questions

Find 3-6 people who you believe best represents your ideal client. Ask the following questions to better identify the challenges they face. If you can understand their problems, you can create products and services that will meet their EXACT need. This stops all guessing!

What is your (or your business's) goal?

What is your biggest challenge?

What would it take to overcome these challenges?

What would it mean to you to overcome these challenges?

Interview Process

These questions should be asked in this order. First understand their overall goals. Then dig into the problems that immediately come to mind. These problems create pain. By asking how these problems manifest in their business, you **ratchet up the pain**. By reminding them of their unhappiness, you raise the emotion level and desire to **take action** quickly. The last question then creates possibility and hope.

Why go to the trouble and ask all these questions? Solutions you offer are more readily accepted, once you’ve laid the groundwork of these questions. Your prospects are now viscerally feeling the strife in their life. They are looking for a way out. You can help!

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