

# Know Why Customers Are Buying From You- August 2016

## SMALL GROUP OUTLINE

© 2015 ACADEMY for CREATING ENTERPRISE

### OBJECTIVE

Members

Will:

By:

### MEMBERS:

Will know why costumers are buying from them

By creating a costumer survey and making a plan of how and when they will use it

### GROUP WORK

Case Studies

Problems

Solutions

### TASK 1

As a group make a list of the methods you could use to find out why costumers are buying from you. Each member share experiences you have had with any of the methods. What are the advantages and disadvantages of each method?

### TASK 2

One of the ways you can find out why costumers are buying from your business is to conduct a small survey of questions. As individuals write a few questions you could ask costumers to find out why they buy from you. Keep in mind that the questions should use simple language that is clear and concise. After writing your questions, share them with another member of the group and ask for their feedback. Then rewrite the questions to make them better. In your group, take turns asking your questions to other members of the group as if they were customers.

### TASK 3

Each member of the group make a plan of how and when you will use your survey. Also write in you plan other methods you want to use to find out why costumers are buying from you. Share your plan with another member of the group.