Find Your Customer Checklist

Unique and important: Is it unique and important to sell. Air is important but not unique unless you put it in a scuba tank.

Advice: Where does customer look for advice?

Read: What does customer read?

Spending: Where does customer spend money?

Leading: Don’t ask customers leading questions such as we do this…what are your problems? They are likely to center their problems around what you do. Say “I want to run a couple business ideas by you. I’m not trying to sell something to you and whatever you say isn’t going to let me down. I think going through this exercise would add value.

Leverage: Find a sales force (people and channels) that sells for you for nothing.

Customer Path: Constantly be changing your customer definition to the next best customer that will get you where you need to be. Sometimes it make sense to start small and go big.

Strategic pause: Ask your upfront contract and how you can help your audience and then pause.

Niche: Your product should not be for everyone.

Benefit and Reason: Sell the benefit and then reason to believe.

Motivation triangle: There are people feeling pain now, worried, vigilant, and think it’s a cool idea. Forget the people that think it’s a good idea and start on the people that are really feeling the pain.

Motivation: People can be motivated by pain, fear, greed, vanity, embarrassment, etc.

Money Talks: If people aren’t spending money to try to address your problem, its not a real problem.

Five minute pitch: Describe your customer in detail, what’s broke, what’s motivating them, how much is it costing them, what they need in a nutshell, and how you can help.

Don’t Bury Lead: Say first what you want people to hear first.

Simple stupid: Dumb down the language.

Secret sauce: Don’t talk methods, keep the secret sauce secret and just talk about the benefits and how you’ve proven your methods work.

Customer Perspective: How does customer view problem?

Tip of Iceberg: Focus on your bread and butter. Keep it simple. You can always say at the end, “this is just the tip of the iceberg.” There is no hocus-pocus that takes the place of focus.

Vulnerable: Be vulnerable.

Nerve: How do you touch a nerve with your customers.

Confidence/Facts: Don’t use words “I believe” or “I think.”

Ownership: Does customer own problem.

Smart v Innovative: Smart doesn’t always equal innovative. Innovative is having an idea that touches a nerve with a customer, smart is being able to execute the best possible solution. Pivot or restart until you have both done solid.

Customer Sellers: Turn customers into sales reps.

Money: Does customer have money.