

## *Financial training For non financial staff*



*The financial training specialists*

### **What do your customers want from you? (profit)**

One of the things I like about finance is that our financial success is affected by everything we do within our business, not just what goes on within the accounts team.

This week I'm thinking about sales, marketing and customer care.

We know what we do, whether we're making things or providing a service; either to a paying customer or internally to the rest of our business.

We've defined our products and services, we've honed them, and – being experts in our area – they're as good as they can be, and they fit the bill for our customer. Don't they?

What our customers really want from us may be different. They may not want some things we do, but may want other things we don't do.

I did some work with the Board of a client. The Finance Director sat in, and at the end of the day we went through their regular 16 page monthly report. The result was that the directors told the FD they wanted the key issues, on a single page.

One of my challenges this year is to contact all my own clients and make sure I really am giving them what they want.

Of course, if we are giving our customers everything they want, why would they go elsewhere?

And if they're getting what they want from us, and it's making them more successful as a result, our prices will be less of an issue for them.

Both of which help our profitability.