

Financial training For non financial staff



The financial training specialists

What do your customers want? (profit)

I'm sitting in Durham Tees Valley airport writing this, on my way to Warsaw. If you read this column frequently you'll have expected me to say I'm in the cafe, but I'm not – there isn't one. In fact there isn't much here at all. Even WH Smith wasn't open.

A couple of weeks ago I was working with a client and we were talking about the impact of the price on both the volume and the profitability of what we sell. "But our problem," protested one participant "is that we don't really know what our customers value from us, and how important price is in that mix."

"Why don't you ask them?" I suggested. As illustration I asked the training manager (who was attending the course) what she wanted from the trainers she uses. This column reminds me that it's a conversation I need to continue with her.

These two examples share something in common. We need to know what our customers want from us so they'll continue to use us.

Next time I fly I'll look at different airports. DTV is convenient for location, but I want to be able to have a decent coffee (and probably breakfast) when I get to the airport.

If I don't give training managers what they want, they won't use me.

If my client doesn't know what their customers want from them, they'll struggle.

So what do your customers want from your business, and how do you help supply that?