

GET CLOSE TO YOUR CUSTOMER

Less is more. Get to the point. Time is money.

From our first day in the business world, we're taught to be highly-efficient. To get as much done as possible in the least amount of time.



A host of technology options urge us to move even faster. We e-mail, text and tweet our customers. Save time and travel costs with video and phone conferencing.

Clearly, we're a lot more efficient at **doing** business. But are we less effective in **building** business?

Are we close to the customer?

In 1982, Tom Peters rocked the business world with his groundbreaking book *In Search of Excellence*. He coined the concept of being "close to the customer" – and revealed the critical difference that makes or break a business.

- **Short-lived companies have short-term tactics that result in short-term client relationships.**
- **Companies in it for the long haul have an *unwavering, uncompromised focus on the customer.***

That means truly knowing your customer's industry, understanding their challenges and opportunities – and *helping to solve their problems*.

It means showing up. Meeting your customers in person. At the office, over dinner, at civic events. In these enjoyable, relaxed settings, you'll really get to know your customers and discover what they truly need.

Learn by listening. By developing a relationship beyond phone calls and emails, you'll discover new ways to make your clients' lives easier – and help make them succeed.

- Small customizations in your product or service to benefit a customer's unique needs
- Sharing your reliable sources – for example, a trusted vendor
- Suggesting new ways to use an existing product or service

It's a strategy that transforms you from being just another service provider to being a trusted partner in your client's success.

And it's all by staying "**close to the customer.**"

[Contact us](#) today to see how The MEG Team can strengthen your business with a science-based approach to market research.

MEG Research specializes in helping individuals, businesses, and organizations take full advantage of market research methodology to seize opportunities for growth, profitability, and outreach.



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