

#cfrresults

Every Customer Wants To Be Wanted

Insights from Kyle Hershberger, COO, Cross Financial, 2020

It's in our nature as human beings to want to be valued by others. We want to be accepted and have a sense of value at home and work. When applied to banking and relationship development, every individual wants to be wanted. When is the last time you made a prospect or customer feel that way?

One thing we hear from our clients on a regular basis is, "Where can we find our next best customer?" The response is actually quite simple. Your competitor's best customer could be your next best customer. But how do we help them make the change? We focus on the basics. We need to emotionally connect the individual to a product or person, perhaps even a place. And in the process, tap into the emotional reaction they have to something in order to attract them to your business. To analyze this, let's look at four key categories: Desire, Pursuit, Value and Wanted.

Desire

Desire is defined as: a sense of longing or hoping for a person, object, or outcome. There is a sense of desire in every single person. We all might desire something different or at a different level of feeling, but at the core, we all desire something. When thinking about how to attract people to your organization, keep this in mind: they need/want something. Help them satisfy that desire. When you do, you can begin the process to move them from a prospect to satisfied customer, and then to a loyal advocate!

Pursuit

Tapping into a person's drive to be wanted, you might pursue them. Make sure the story you tell in your pursuit includes details of how you have been aware of them for some time, maybe how you have tried to contact them previously, or even that you were sad you missed them in the office or on the phone during previous attempts to connect. Active pursuit shows them you are very

interested in them and would like to meet with them. This pursuit might also be the longest time frame of the entire prospecting experience. Sometimes it's hard to get people off center and moving in the direction you want. Playing the long game and waiting might be the hardest thing to do, but it will pay off in the end.

Value

How do we let our prospects and customers know they have value? For every single person it's going to be a slightly different answer. Warren Buffet said: "Price is what you pay. Value is what you get." That is true when thinking about a customer or prospect. They are paying you something for your time, service or product, but in the end, the value of what they are getting is so much more important that the fees or price they are paying. The other side of that coin is this, if a customer or prospect does not perceive or understand the value of what you are offering them, price will always be a barrier.

Wanted

Post-crisis, the term "wanted" will take on a very different look than before. It will also be different for each individual. Some may want contacts and interactions to be exactly like they were before the pandemic. Others might look for a new modified approach. But at the core of it all, each and every prospect, desires to be wanted, to feel valued.

Show your customers you want them. Deliver great service each and every time you interact with them. Show your prospects you want them to be a customer and focus on the personal connection. We all want to be shown value and to feel wanted. Make others feel wanted as you pursue them, and they might become your next valued loyal advocate!

What do you think you could do differently starting today to make your best customers feel wanted?

Or better yet, what's one thing you could do with your top prospects to make them feel wanted?

If you need assistance with customer experience management and relationship development, we have industry specific resources ready to support your activities and programs.

