



UNDERSTANDING CLIENT NEEDS

Successful businesses are those that clearly understand their client's needs and address them. Businesses have to understand that their most valuable asset is their existing client list and make sure that they maintain a good, lasting relationship with them. When the needs of the clients are understood accurately, appropriate changes may be done to the business such that clients or customers will be satisfied that they got what they needed.

When customers buy a product or a service they do so due to several motivating factors such as a desire to own, fear of loss, for security and protection, comfort and convenience, pride of ownership and to satisfy their needs. When we understand these factors and know how to market our services in such a way as to induce a need for the service, our services will definitely be successful. Presenting the service in such a way as to motivate the client to purchase it is therefore very important. Understanding your client needs will be easier if you look at things from the clients' perspective. Make sure that you provide service of good and lasting quality that customers will want to keep coming back to you for any other purchases. Keep in contact with our customers by sending them permission-based e-mails, making them constantly remember our services so that when they need such services they will consider using your company before any other option. Change the quality, features of the service as per the needs of the clients will ensure that customers or clients are satisfied. After sales service will also go a long way in helping retain customers, make sure that the customer is treated well and returns home happy. Word of mouth publicity is the best way to boost sales as well as increase credibility.

You can understand our client needs better by interacting with them more, providing them a chance to give suggestions and incorporating new suggestions as applicable. Certain businesses use surveys on the Internet to gauge their client needs. Thoroughly research our target client and the market for our services, find ways to interact with the clients such as hosting them and coffee breaks, documenting all the information, analysing them and making appropriate changes to improve our services will help in understanding our client needs better. People like to get value for money, good quality services, and good salesmanship and after sales service. When all aspects such as price, quality and presentation of the product are appropriate, the clients will definitely buy the service offered understanding these factors will help improve a business.