

The Handbook for Business, the Bible

Choosing your ideal customer

Have you seen tradies advertising, *"no job too big or too small?"* This is the sort of message that comes from a business with no clear picture of their ideal customer or job.

What about retailers whose discount sales irritates buyers that recently paid full price. Their message too is unclear saying, *'we will sell to anyone, value-seekers or price shoppers alike.'*

What's the point? If you try to be all things to all people...

- ...Your resources & knowledge will be spread too thin
- ...Your Jack-of-all-trades operation will cause a lot of pain to manage & control
- ...And you risk being just another homogeneous supplier with no point of difference.

Choosing whom you will serve can be a challenge! Will it be...

- ...One particular customer segment you prefer working with
- ...Products or services you prefer selling or with the highest margins
- ...Or maybe a particular problem you are the best at solving

Think about these examples:

- * APIA target over 50's for insurance products
- * A dentist who specialises in wisdom teeth; a mechanic who fixes European cars
- * A builder who only does home extensions; a truckie that only carries boats
- * I help self-employed tradies who want to create a business asset and time freedom
- * And I see a goldmine opportunity: A menswear store that targets baby boomers only.

My counsel for business owners in 3 steps:

1. **Review** your operation and choose the best customer segment to serve
2. **Create** and offer a high-value product package that solves their problem
3. **Work** towards gaining the # 1 reputation in your marketplace for solving that problem

HANDBOOK COUNSEL for today: Joshua 24:15 (NKJV) ...

The choice principle was espoused in the challenge Joshua gave the people of Israel...

"...choose for yourselves this day whom you will serve, whether the gods which your fathers served...or the gods of the Amorites...but as for me and my house, we will serve the LORD"

Other Scriptures:

Proverbs 14:12, *"There is a way that seems right to a man, but its end is the way of death"*

Proverbs 12:15, *"The way of a fool is right in his own eyes, but he who heeds counsel is wise"*

Proverbs 24:27, *"Prepare your outside work, make it fit for yourself in the field; and afterward build your house"*