

## April 2009: Reading THE 6 HUMAN NEEDS of a lifelong client

### How do we get a customer to become a lifelong client who regularly purchases from us and refers others to us?

All people have 6 needs that must be met before they become life long customers

The first 4 are Fundamental “survival” Needs and the last 2 are Primary “fulfilment” Needs.

#### 1. Need for “Certainty” – (The trust factor)

Each client knows that you can rely on you to provide a level of service that is expected.

They know you will return their calls, fix problems quickly, make suggestions and be proactive.

**2. Need for “Variety”** – Nothing is more boring than the same old stuff. Your letters, office, products, promotions, are they the same as they were 2-3 years ago? Is your business looking tired, have you had the same voice-mail message for years, has your qualifications been updated? If your client is not excited about what is happening in your business, how do you expect them to refer business?

**3. Need for “Significance”** – This is the need to feel important, unique, or special. We all want to stand out from the crowd. Is your product or service “personalised” or do you still write letters with “Dear Householder” or don’t know your clients hobbies, goals and interests.

**4. Need for “Connection”** – Often people are unhappy after meeting their goals but not their need for love and belonging. We all

have a need to share experiences (good or bad). Spending an extra few minutes to chat about their holidays or family can cement the relationship. People want to buy from people who have similar views on families and life.

**5. Need for “Growth”** – (Simply put, if you don’t grow you die.)

A constant reminder that the decision they made is the right one. Remind them that their goals will be achieved by following your suggestions and purchasing the product or service.

**6. Need for “Contribution”** – we all have to feel like we are contributing in some meaningful way.

Whether it’s buying a rental property, so others can have a place to live or an investment which will make you less reliant on the aged pension or buying your product as it is “green” or part proceeds go to a charity. Your product or service must have the “contribution factor” or feel good factor to get repeat business.

If you can satisfy these needs you will connect on a deep emotional level and that will give you more referrals and repeat business.



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### Testimonials

“Great advice, not too much jargon and very understandable”  
- Lisa Hayes

“Well presented, concise and very relevant” - J. Sherrnan Tyndall

“Rewarding for me and reinforced what I’ve been doing over the last 8 months” - J. Triffet

“Very Worthwhile and relevant marketing ideas” - P. Ratcliffe, Retireinvest