

## June 2008: The needs of the client

*Every client has needs that need to be fulfilled before you can change them from a one transaction customer to a life long client. Listed below are some of these needs.*

### **Need 1: To be part of something GREATER THAN THEMSELVES**

Everyone has a need to belong to a group or organisation that they feel they belong to.

This is why church groups are so successful in raising money for charity. A small donation of \$10 won't help much, but combined with thousands of others can help alter the world.

Is your product or service donating to a cause, or recycling or providing benefits to the greater community?

### **Need 2: To have HOPE for the future**

We all want a better future. Forget the doom and gloom our media loves to write about. As a salesperson you can find the solution and explain how your product or service will provide benefits way into the future.

### **Need 3: To have the security of TRUST**

People are starved for a sense of trust. Unfortunately the minority in every industry has tarnished the reputations of the majority. Your ability to build trust with your client is paramount.

### **Need 4: To be of SERVICE**

The No. 1 reason people stop giving to a non-profit organisation is that they feel like they are being treated like an ATM machine. They want to help, but they also want to be of service and to have different ways of serving. Your clients want to provide you with their own

service (that is referrals) but are reluctant if they don't get the service they believe they should get.

### **Need 5: To want HAPPINESS**

This is of course "peace of mind", knowing that the product or service works this time and every time. So many promises are made by the salesperson and so many disappointments arise after the sale. Your ability to provide after sales service will be a measurement of your success.

### **Need 6: To be SEEN and HEARD**

Making someone feel seen and heard is the most powerful thing any of us can do. On the other hand, not listening is the root of most problems — personal (just ask your partner) and professional (just ask your co-workers).

All successful people know, the client should speak more than you. Don't fall into the trap of diagnosing their problem in the first minute. They want to explain in their own words. Once they feel comfortable with you listening to them, the trust will follow.

### **Need 7: To be CONNECTED to someone or something**

People are sociable creatures, and they want to find other people that share their interests.

They want to know who else has purchased this product or service. Testimonials are great, but ask your better clients can others call them to discuss their experiences with the product or service.

You'll be surprised how many clients are willing to help if you just ask.



## Contact

722 Anzac Highway, Glenelg,  
South Australia 5045

Phone: 08 8376 3644

Fax: 08 8376 3655

Email: [brian@properadvice.com.au](mailto:brian@properadvice.com.au)

Web: [www.properadvice.com.au](http://www.properadvice.com.au)

Brian Lucas

MFinPlan.CFP.Dip.FP  
CPMgr.EO

[brian@properadvice.com.au](mailto:brian@properadvice.com.au)

## Testimonials

"Thank you for your time this morning, I think you raised some every good points and have highlighted some areas of my business that I need to priorities take a look at" - Adam Jackson, Aussie Home Loans

"Very Well presented, I enjoyed the topic and I felt I learnt a lot from your talk, Interesting" - Leith Friebe, Smallacombe Real estate

"Very interesting and informative" - S.Southey, HFS Financial Solutions