

Meeting the Six Human Needs of Customers

By Marilyn Suttle

Since the start of mankind, performance gurus sought to define what makes human beings tick. I was particularly struck with the list of “Six Human Needs” that Anthony Robbins discusses. Since our customers are human beings, I rewrote the six human needs specifically geared to serving customers. As you read each customer need, ask yourself - “Do I offer this to my customers?”

Certainty - Customers go where they are certain a service will meet their expectations. When your service is predictably fast or friendly, the products work, and the order will be ready on time, every time – it creates a level of comfort that puts your business at the top of their list.

Variety - It might seem a contradiction, but while customers want certainty, they also seek out variety. A certain amount of uncertainty or mystery adds excitement and adventure to the customer experience. Whether it’s wondering what the “soup of the day” might be, or selecting from an expanded variety of predictably excellent products, customers feel energized when their experience with you brings them a bit of unpredictable delight.

Significance - Customers do business with companies that value them. They want you to know they have the power to take their business elsewhere. When consumers experience indifference, they’re quick to google-search your competition. Offer genuine appreciation for your customers business. Seek out their feedback to show their opinions matter to you. Responding to their feedback makes an even bigger positive impression that will keep customers coming back.

Connection - Do your customers feel like they are part of the community of your business? In other words, do they have a sense of belonging? Emotional connection drives decisions. Making eye contact and offering a greeting in person makes an instant connection. Friendly and responsive chat, email, and intuitive websites that create an “I belong here” feeling cements relationships. Develop a professional long-term relationship with your clients rather than an impersonal exchange. Customers want to know you care, and prefer to do business with people they like.

Growth – This is the age of the educated consumers. Make it easy for your customers to gain competencies by offering an educational component to your business. Notice where it could be helpful to offer instruction or an in-depth special report. Encourage

your sales and training staff to offer ways to impart knowledge that will help customers gain insights. When you contribute to their growth, you become a trusted resource.

Contribution - Customers are people, and people have a natural desire to make a difference. Thank your customers for getting their paperwork in on time, or for responding quickly to your follow-up email or phone calls. Put their contributing behaviors into words. Acknowledge their part in the process of a job successfully done. Let them know how much it helped you to do a good job for them by experiencing their accuracy, friendliness, or follow through.

What will you do this week to apply one of the six human needs of customers?

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Marilyn Suttle is the coauthor of [Who's Your Gladys? How to Turn Even the Most Difficult Customer into Your Biggest Fan](#). Marilyn travels internationally to deliver service excellence keynotes and workshops. Marilyn inspires her clients to excel by creating strong, productive relationships in every area of life. She specializes in creating "Suttle Shifts" in the way people think and act to produce massive results. When you need a keynote speaker or success coach, Marilyn can be reached at (248) 348-1023, marilyn@marilysuttle.com or visit www.whosyourgladys.com.

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