



THE 6 CORE NEEDS OF CUSTOMERS

(ALSO CHECKOUT MY TIPSHEET '6 CORE NEEDS OF STAFF')

When exploring how to increase sales or repeat business, it can be useful to consider the six core needs of customers. They are: Certainty, Variety, Connection, Significance, Growth, and Contribution.

These six core needs were made popular by success guru Tony Robbins, to explain what drives our decision making and our personal success. We all strive to fulfil these core needs and we can use them to help explain customer actions and what we need to do to win more customers or repeat business.

How to use? Review every touch point with a customer including your sales and after sales processes, email and phone scripts and ask the question, "Are we satisfying their core needs?" If not, what can you do differently or better?

CORE NEED	DESCRIPTION	EFFECT WHEN NOT SATISFIED	SOME WAYS TO SATISFY IT
1. Certainty	<i>Certainty the product/service will deliver what they need, that it will do the job as stated, will not break, is good value for money, will be repaired or replaced if faulty, is trusted by others, will be delivered on time.</i>	<ul style="list-style-type: none"> - Don't buy - Leave your website - Shop elsewhere - "I'll think about it and get back to you" - No repeat business - Poor reviews 	<ul style="list-style-type: none"> - Testimonials, let them know who else trusts and uses it - Honest and trustworthy sounding Warranty or Money Back Guarantee - Explain in detail what you do to make sure quality is delivered and on time - Describe the quality of materials used - Certificates - Awards - Try before you buy, 30-day trial
2. Variety	<i>Variety of options in all aspects of the product/service: features, colours, sizes, price, materials, content, methods of payment or delivery. New models or updated versions. e.g. 'ALDI'...new products every week! McDonald's limited run food items.</i>	<ul style="list-style-type: none"> - Bored customers that leave or don't buy in the first place - No 'buzz' or excitement around the brand - Nothing new to blog about so reduced social media exposure 	<ul style="list-style-type: none"> - Ask customers for feedback on options they would like - Explore the complete lifecycle of your product/service and see how you can add some variety - Notify customers of your range of options - Implement seasonal or limited edition products/services - Allow customers to mix and match
3. Connection	<i>Feeling connected to the company or other customers. Feeling part of the brand. Connection to a tribe that use the product/service.</i>	<ul style="list-style-type: none"> - Reduced loyalty - Shop on price only - Reduced referrals 	<ul style="list-style-type: none"> - Phone call, email - Online or physical group that connects customers to each other - Newsletters, news, magazine - Membership - Events - Meetings, lunch, dinner functions - Competitions
4. Significance	<i>Feeling important, acknowledged, respected as a customer.</i>	<ul style="list-style-type: none"> - Don't buy, don't stay - No loyalty - Poor reviews 	<ul style="list-style-type: none"> - Phone call - Special invites - Thank you message, gift - Respectful communication that is prompt and treated as a priority - Special membership or status
5. Growth	<i>Desire to feel we are moving forward, learning, growing in some way. Considered a spiritual need. Especially applicable to businesses involving activities or sport.</i>	<ul style="list-style-type: none"> - Reduced brand loyalty - Reduced repeat business 	<ul style="list-style-type: none"> - Opportunity to access different levels as skills/experience/patronage increases - Membership ladder - Courses, awards, certificates
6. Contribution	<i>Second spiritual need within all of us. Desire to contribute to something greater than us. Not essential to all businesses.</i>	<ul style="list-style-type: none"> - Reduced brand loyalty - Reduced repeat business - Business loses valuable customer insights and fails to stay relevant 	<ul style="list-style-type: none"> - Customer feedback, suggestion box - Customer Surveys - Focus groups - Competition for ideas, product suggestions