
5 Tips to Make Customers Come to You

By SCORE

- Determine who your customers are, and what their wants or needs are. Know how your product or service satisfies their wants or needs.
- Instill and practice the concept of continuous quality improvement and quality customer service as a way of life in your business.
- Make sure you select the proper medium to carry out your message, and choose the proper location within that medium.
- Direct your message to where your prospects are listening, viewing or reading.
- Create a forum or place of business that is unique in some way. Make customers feel different while they are doing business with you.