



Understanding client needs

Definition of Client:-

"A person using the services of a professional person or organisation" - Oxford Dictionary.

Every business needs clients to whom it can offer its product/service. Offering product/service does not serve the purpose only as in today's competitive world it is essential to understand the client and his needs. There is no point in selling something, just to generate revenue, which does not add value or does not satisfy client's needs.

In order to retain clients by offering what they need, it is important to understand the client and his needs.

Following are few of the key points to be considered while understanding your client:-

- Find out the exact need(s) of your client
- Find out what not is needed by your client
- Why is your client seeking that particular product/service only?
- What end results your client wants to attain by using your product/service?
- Analyse your clients on the basis of demographics - age, sex, origin, cultural background. You cannot sell a hi-tech product to a 90 years old who might not be able to use it easily.
- Budget of your client as pricing is very crucial in retaining a client.

Above are few of the points, rest depends on business skills one develops in his brain and how good you are in dealing with your clients. Also, always have a smile while dealing with clients as it does work.