

### **The Power of Knowing Your Customer**

By: Jay Conners

Often times we believe the depth of our customer does not extend beyond that of the business they do with us. In fact, it goes way beyond that. People love to talk about themselves, and if you take the time to talk to your customers about non-business topics, you will find that, more often than not, they are more than happy to engage you in conversation.

By getting to know your customers, you can find a whole lot of valuable information from them. Such as where they live, do they have a family, what their hobbies are, do they have pets, etc. By finding out this type of information, you can determine what their needs are, then proceed to tell them about the products you have, that you believe would be ideal for their needs. Another plus when it comes to getting to know your customers, is that every time you speak with one another, you are strengthening the business relationship you already have with them.

When I talk about getting to know your customer, I don't mean that you have to extend an invitation to them to join you at Thanksgiving dinner. All you have to do is take a little extra time to get to know their names and what their needs are. For instance, if you have a new customer whose name is Mike, and building train sets is his hobby. The next time you see him, you can address him by his name, and ask about how the trains are coming along. One, he will be thrilled that you remembered his name, and two, since building train sets is his hobby, he will be more than happy to tell you all about it.

These types of techniques kick open the door to more sales. The better a person gets to know you, the better they will begin to trust you, and the more likely they will be to do business with you. People prefer to do business with people they know and trust, it gives them a comfort level. So get to know your customer and work on earning their trust. They will not only do business with you. They will most likely refer their friends and family to you as well. Good luck.

### **Author Bio**

Jay Conners has more than fifteen years of experience in the banking and Mortgage Industry, He is the owner of [www.jconners.com](http://www.jconners.com), a mortgage resource site, he is also the owner of <http://www.callprospect.com>, a mortgage lead company.

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