**Lecture One: Understanding Your Customer**

**Problem:**

Every city is overflowing with talented people who are either just as qualified or more qualified than you. Please know that they are also competing for the same things you are!

Are you looking for a new job? Great! Just know there are likely 100’s of qualified people jockeying for that same position. Are you looking to expand your business and bring on new clients? Awesome! Just know that there are people in the same industry whose potential clients are the same as yours.

So, when the job pool is saturated & the industry, you’re in has a ton of competition –

*What do you do? How do you stand out? What makes you different? What’s your solution?*

**Solution:**

Well for one, you can do your research! This step is crucial.

What do you know about your potential employers/clients outside of the ‘about’ page on their websites?

Taking the time to understand this about someone’s company will really show positively when it comes to interviews or client meetings. What you don’t want to do is regurgitate the same information that everyone else has said. That’s boring, outdated and your application will likely get lost amongst the pile of other average applicants.

What you want to do is show that you’ve taken the time to truly understand what their company is about. Maybe the company you’re applying for or trying to recruit does community work that they don’t often publicize. Perhaps they’ve publicly backed social policy changes. Whatever it maybe, it doesn’t hurt to have an almost intimate knowledge about your potential employer/client.

*You need to find a way to stand out & doing your research will help!*

**One Size Does Not Fit All:**

Something else that will give that edge when applying for jobs or recruiting clients is understanding that, ‘One Size Does Not Fit All.’

A scenario- If you tried to propose to your partner with a ring you bought for someone else, do you honestly think you’d still have a partner? If you re-gift a birthday card someone bought and signed for you back to that person, do you still think you’d have a friend? No, probably not.

The same applies to these situations. A mistake you do not want to make is sending the same resume, the same cover letter, the same bid or contract to twenty different people. It’s highly unlikely that you’ll get favorable results.

What’s essential to realize when trying to win over a range of potential clients or employer’s is knowing that every company is different. Their values, the way they operate and what they’re looking for are different- so why address every them all the same way? You must tailor your approach!

*Understanding “One Size Does Not Fit All” is key*!

**Your Level of Investment:**

How to implement “One Size Does Not Fit All”

Step #1- **You must care more and be more invested than your competition!**

There is nothing worth doing in your entire adult life- whether it’s work, relationships, traveling to new places, gaining more followers or even losing weight- where you can halfheartedly give a small amount of effort and achieve the highest quality results. It just doesn’t work.

All businesses, every one of them, the good ones and the bad ones, go out of their way to tell you who they are and what they are about. So, you don’t even have to be a great detective in order to know what your customer wants.

Don’t ad-lib and never fabricate when writing a bid or tailoring a resume. If the customer says we need A, B and C and as a company we believe in integrity and efficiency. You need to tailor your reply to say, ‘here’s how I, or my company, can provide A, B and C and here are ways that show we are the ideal example of integrity and efficiency.’

Step #2 **Being Proactive is one of the smartest ways to make the most of your effort**

It doesn't matter if we are talking about business to business or business to customer. ***Effort is attractive, being invested is attractive, showing how much, you care is attractive & staying consistent is attractive.***Companies and people want to know that they are being taken care of, that they matter and that they are a priority. If you can show them what you are going to provide them and how they are going to be treated, trust that are going to make you into their number one pick.

Someone with talent that doesn’t care will always lose to someone that’s willing and eager to learn and works extremely hard. It’s very easy to see and tell when someone wants it more.

**How do we apply being proactive to this conversation?** It’s sending thank you letters for your time after you meet with companies. It’s asking is there anything your potential clients are looking for that wasn’t in your offer?

**Questions to Consider:**

* Are you researching your potential clients/employers?
* Do you know what they are looking for?
* Are you tailoring your approach, resume & bid to match?
* Are you always looking for ways to improve your approach, resume or bid?
* Do you know your competitors in your industry?
* Are you being proactive? How are you showing this?
* Is there more you can do to show your potential clients that you’re the right choice?