

What Business Are You *Really* In?

We live in a world where customers are outraged. Could the problem be we do not understand the business we are *really* in?

What business would your staff say you were in? The answer should be, “We are in the customer business” not the customer service business but simply the customer business because to succeed you must attract, make money from and retain customers. Of course, every businessperson must attract, make money from and retain customers. The way we do it varies from business to business. You might manufacture things, my publishing company sells books, and the restaurant across the road sells food but it is only our means that differ. We are all in the same business, the *customer* business.

If this does not make any sense to you, think about this one undeniable fact: 100% of your profits come from your customers. In fact, unless you are losing money or borrowing to expand, 100% of your revenue comes from your customers. Do your staff understand that the money to run your business, including paying their wages, comes from your customers? Would it change the way they treated their customers if they did?