



**INSIGHT 011**

**Your Customer's  
Perspective**

**O**ften we think we know our customers. We assume that they are using our products or services because: “obviously, we’re the best in the marketplace!” While we might be the best or one of the best at what we do, it is always wise to check in every once in a while with our customers, in order to gain insights into how we can continue to be the best! So, for the next week, ask your customers a few basic, yet telling, “check-in” questions. Have others on your team ask the same questions of different customers and then, at the end of the week, compare what you heard (and learned) with others on your team. As a guide, ask the following seven insightful questions:

1. Why do you do business with us?
2. How did you first hear about us?
3. What other choices in the marketplace did you look at before choosing us?
4. Was there anything compelling about our competitor’s products or services?
5. What do we do well?
6. What is missing?
7. Would you consider us the gold standard?

Are you planting the Seeds of Innovation® by checking in with your customers, that is, asking for and learning from their perspective?