ActionCOACH
BUSINESS COACHING
INALA

The 2-Step Customer Centric Business Plan

A Business Owners' Guide to Developing a Strong USP & Igniting Sales

10 Ways You Can Attract the Right Customers That Are Ready to Buy

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Understanding your target market isn't just Business 101 — it's the secret sauce to long-term success.

You can't please everyone (unless you're free Wi-Fi), so getting laser-focused on who you're serving makes your marketing smarter, your product development sharper, and your sales numbers happier.

Let's break it down.

A Few Quick Wins:

- Understand who you're talking to.
- Speak their language (preferably not in corporate-speak).
- Keep checking in — markets shift, and so should you.

TOP TIPS TO KNOW YOUR MARKET

Define Your Ideal Customer

Create a detailed persona of your dream customer. Think of them as a character in a 7de Laan soapie episode — age, gender, lifestyle, income, pain points, guilty pleasures… you name it.

You must build you ideal customer's avatars — and not the AI version.

Real people with real quirks.

Conduct Market Research

Don't shoot in the dark.

Use surveys, polls, social listening, Google Trends — even nosying around on competitor reviews. Find out what people 'actually' want, **not what you think they want.**

Analyse the Competition

Who else is in the game, and what are they doing right (or wrong)?

Conduct a good ol' SWOT analysis to sniff out your rivals' strengths, weaknesses, and what gaps you can fill in the market.

Use Customer Feedback

Your current customers are sitting on a goldmine of insight. Ask for their feedback through reviews, DMs, and surveys.

Then actually use it to inform your business plan and marketing strategy.

Monitor and Measure Results

Track your efforts like a hawk. Are your strategies converting? Are customers returning? Monitor your metrics and pivot (PIVOT!) as needed.

No guesswork here, just glorious, data-backed decisions.

NOW, DEVELOP A STRONG VALUE PROPOSITION

Let's face it — customers are spoilt for choice.

If you're not clearly communicating why they should choose you over the sea of competitors, you're toast. Your value proposition is your business's pickup line.

Make it irresistible.

A Few Quick Wins:

- Focus on what your customers get, not what your product does.
- Be bold, be clear, be memorable.
- Keep testing and tweaking it — nothing is ever set in stone.

TOP TIPS FOR CRAFTING YOUR VALUE PROPOSITION

Focus on the Benefits, Not the Features

Customers don't care that your vacuum cleaner has 1,000 watts of power — they care that it sucks up cereal spills like a champ. Highlight the transformation, not the tech.

Identify Your Unique Selling Proposition (USP)

What makes you one in a million? Your USP should make competitors sweat. This is your brand's fingerprint — don't be a copycat.

There can only be one of you and one of them. Make sure that your brand has the USP your competition's customer tells them not to worry about.

Use Clear and Concise Language

Kill the jargon. If your gran wouldn't get it, neither will your customers.

Simple, sharp messaging wins hearts (and wallets). You can be fancy, but it won't land with a customer who hasn't been staring at the same line for weeks or thought of the idea in the first place.

Be relatable, if people can relate to what you are saying, they will bond with your messaging.

Another point to remember, not every message will be remembered, just like people don't remember every meal, it still nourishes the relationship between your brand and the customer.

Make It Customer-Focused

Talk less about you, more about them. Show how your product fits into their lives and solves their problems. You're the guide, they're the hero.

Test and Refine

Launch. Learn. Tweak. Repeat. Your market shifts and so should your value proposition. Keep it alive with fresh insights and regular check-ins.

We are an ActionCOACH licensed firm of internationally certified business and executive coaches. We are professional and dedicated to enabling business owners and senior executives to propel their businesses into long-term sustainable enterprises with practical and proven business strategies.

ActionCOACH is the world's leading business coaching firm, who's vision of world abundance aligns perfectly with our own.

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