Do you know about your Customers’ Pain Points?

Today, I want to share with you a marketing tip that I got from Karen Emanuelson, owner of Reciprocate, LLC. She specializes in marketing solutions and training for small business and entrepreneurs and told a group of small business owners recently that if they wanted to be successful with their marketing they needed to design strategies that would get at their customers’ “pain points”. The business owners got that light bulb look in their eyes as she told them that “the pain point was that situation that is severe enough to be painful to your customer and will cause him/her to act to relieve the pain.”

They got it, although they had never thought of it in those terms before. That is why they buy my product or service. That is what motivates them to do business with me. I need to help them get to that point or help them understand when they are there.

Then they started to think of ways that they could identify their customer’s pain points. Karen gave them some ideas and suggested that they try to understand their customer in terms of the Pain Points they are experiencing. Learn to recognize these Pain Points by asking questions and listening. Here are a few of her ideas:

- Imagine a day in the life of your customer
  
  What problem does your product or service address?

- Ask current customers about their lifestyles and goals
  
  How do they perceive themselves?

- Ask customers what motivates them - and what doesn't.
  
  Find out what the customer really needs

- What is the true source of pain?
  
  Sometimes, you'll need to read between the lines and listen past the immediate requests

- Who sees the most value in having that pain removed?
  
  These will be your best customers

- Who will ultimately pay for a solution?
  
  The end user of your product/service is not always the one who pays i.e. child/parent or pet/owner

Here is an example. Imagine you own a restaurant. You might be addressing not only a customer's Pain Point and need for nutrition but also the Pain Point for a place to gather with friends without having to clean the house, a place to watch sports on multiple screens, somewhere to escape from work or home, or a place to celebrate. And remind them about the type of food you offer - healthy, inexpensive, ethnic - these might address your customers' Pain Points.
So, my suggestion to you is that you try to build your marketing plan from your customers’ pain point perspective. To what situation or pain will they relate? How can you best remind them that you can help solve that pain? Pick a marketing strategy that will focus on their needs.

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