



## Customers

### *Firm up your customer base to help create demand for your products and services*

Potential areas you can consider for working with your current and potential future customers to create a demand for your products and services. Additional information can also be found under [additional resources](#).

<b>Customers</b>	<ul style="list-style-type: none"> <li>Know your customers – map your current, pipeline/prospective and potential future customers</li> <li>Reach out to your customers to know how they are progressing in returning to business</li> <li>Offer your support (advisory, business linkages and/or otherwise) to your customers for them to overcome their crisis</li> <li>Make sure to retain your current customers, even if this comes at a minor additional cost</li> <li>Follow up with pipeline customers to convert into orders</li> <li>Review and adjust your promotion and marketing approaches to reflect changed economic and social times resulting from COVID-19 pandemic and resultant lock down restrictions</li> <li>Expand and deepen cooperation and partnerships with customers – practice <b>SPIN</b> model to frame your customers' business <b>S</b>ituation, identify their <b>P</b>roblems, assess the (adverse or otherwise) <b>I</b>mpacts and formulate their <b>N</b>eeds</li> </ul>
<b>Product</b>  <i>(see also module on <a href="#">Revive for Growth</a>)</i>	<ul style="list-style-type: none"> <li>Review relevance of your product for addressing concerns your buyers and final consumers may have particularly in view of pandemic and lockdown crisis</li> <li>Ascertain attitudes and preferences of final consumers towards the final products that incorporate your components or services. Has consumer sentiment changed due to COVID-19 induced crisis?</li> <li>Review your product to improve its rating by final consumers (as <b>E</b>ssential, <b>N</b>eeded, <b>D</b>esirable or <b>A</b>voidable), by reviewing the presentation, packaging and size, the combinations of features and functions and the associated services, such as warranty or service</li> </ul>
<b>Contract</b>  <i>(see also module on <a href="#">Finances</a>)</i>	<ul style="list-style-type: none"> <li>Consider price discounts to incentivize faster payment, larger quantity or obtaining payment surety</li> <li>Move your sales from credit to cash and possibly even from cash to (part) down payment – particularly where your input costs represent high share of product price</li> <li>Go cashless</li> </ul>