



# UNLOCK 3 SECRETS

You Need To

# REVIVE YOUR BUSINESS

**ThriveableBiz**

By Eriks & Judy Celmins

Which way do I pivot? How do I know the right direction? Will my customers embrace it?

Just some of the burning questions, no doubt currently running through your head.

You've read the articles flooding media and your inbox, and they make sense. But how do you get started?

That's exactly why we're sharing this short extract from our **Innovate To Win eBook**.

Here are powerful conversation-starters you can use today. Revealing how to adapt to your customers' new needs.

Time to roll up your sleeves, and unlock the secrets of...

1. **Unearthing The Why**
2. **Engaging in Conversation**
3. **Telling Your Insights Story**

# 1. Unearthing The Why

You can't even think of opportunities and new ideas, until you understand your customers.

We're told that businesses need to survey their customers. But that's only partly right.

The quality of the responses depend on how you ask the question. Get it wrong, and you're off in the rough, and who needs that stress!

For example, if you ask someone what you could do better, they are likely to give *"just the same, but with more"* type responses. And that's not especially helpful.

Traditional survey data from ticking boxes, is useful as a snapshot of the past and present. However you can't drive forward into the future, by looking in the rear-view mirror.

“

*"The most important thing in communication is hearing what isn't said."* – **Peter Drucker**

”

## Dive deeper instead

When you find out more about their perceptions, values, and attitudes, you reveal the Why behind their daily life and behaviour.

Which are indicators of opportunities, previously hidden from view.

This is how Uber and AirBnB disrupted their sectors, and took control of the future.

These are the gold nuggets of insights, to feed new ideas. Crafting your offering so it touches customers' emotional triggers, and enhances their experience.

And this how you do it ...

## 2. Engaging in Conversation

Because it's a relationship, not a transaction.

Customers do want to help you, and support your post-lockdown recovery. But there are fundamentals you need in place, to ensure a healthy two-way connection.

It starts with making people feel valued. You'd be surprised how much it means to someone to be asked for their honest input.

About their positives, desired improvements, and obstacles, when purchasing from you - it's far from price-driven!

And that means having a conversation, a true heart-to-heart, as you would with family or friends. To find out how they're really feeling.

We have heaps more tips to boost your customer EQ, and have a more fulfilling relationship.

Download **How To Engage Customers For Stronger Relationships**

## It does need to be focused.

There are many ways to talk with your customers, whether a phone call, private Facebook Messenger or FaceTime Group, Zoom, socially-distanced chat, whatever suits your situation.

Just make sure you safeguard privacy & security, and can record or take detailed notes, so you don't miss anything.

But the main point is not to just randomly free-range with fluff. Focus on the most critical issues that will make a difference to planning your next steps.

We call them **Power-Topics**. Conversation-starters in any environment, that will yield a wealth of feedback to build your 'new normal' story, which we'll explain in a moment.

“

*“A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is.”*

**Scott Cook**

”

## Your Power-Topics

These are from our exclusive **Power-Chat Topic Builder**. We've selected them from over a hundred options, as your most critical insights, right now.

Make sure you cover these key issues ...

1. **What's most important to you when buying (product)?**
2. **When using (product), how does it make life better for you?**
3. **When doing (activity with product), what is your biggest frustration?**

And a Bonus Topic to uncover an opportunity ...

***Complete this statement***

4. **My fantasy is that (product) should do \_\_\_\_\_**

### 3. Telling Your Insights-Story

We don't want to leave you holding a bucket of disjointed information, without organising it into something you can use, and turn into actions.

Everyone loves a story, and the **Power-Topics** are designed to help you build a narrative about your customer, and how you can make their life better.

Giving you and your team a more creative and engaging framework for ideation, innovation, and marketing.

The four above are at the core of your **Insights-Story**.

“

*Stories tell us of what we already knew and forgot,  
and remind us of what we haven't yet imagined.*

Anne L. Watson

”



## Get the full story

Ultimately you want a trustworthy guide to a brighter future - based on your customers' real-life needs.

Because it's not just about tweaking a laundry list of features, or taking your business online. Your competitors are doing the same.

Innovation is about discovering opportunities to stand out from the pack.

Designing and presenting your product in new ways that surprise and delight your existing customers, and attract new converts.

## Create your Insights-Story with Power-Topics

Collate the responses from your customer conversations, and summarize what the majority said for each Topic 1-4.

Enter the summary into the story-template below.

The big picture 'Desk Research' is simply about anything you come across that's publicly available. e.g. newsletters and forums about your category.

***The big picture in our category is the trend towards (Desk Research).***

***When buying our product (Topic 1) is important to them.***

***Customers use us when they need to do (Topic 2).***

***BUT their biggest obstacle is (Topic 3).***

***Our product would be perfect if we did (Bonus Topic).***

Share the customer **Insights-Story** with your team. So everyone can learn it off by heart, and get cracking on making a difference.

## It's a wrap!

This is just a taste of the potential for developing innovation in your business.

Hopefully, you'll find the **Power-Topic** starters of practical value.

Our full **Innovate To Win** pathway steps you through what's needed for your business to not only revive, but thrive 😊

Hungry for more?  
check out all our free resources at  
[thriveablebiz.com](https://thriveablebiz.com)

[or reach out \[judy@engage4insights.com\]\(mailto:judy@engage4insights.com\)](mailto:judy@engage4insights.com)

# About The Authors



Together Eriks and Judy Celmins have created the Innovate To Win program based on years of practical experience helping clients.

The outcome is an easy, step-by-step guide that takes the guesswork out of innovation.

Many of us have war stories of great concepts that just fell flat in the market.

Ideas fuelled by real-world, emotional insights lead to innovation that wins.