

# How to engage your target customer.

Do not try to appeal to everyone about everything, you simply need to be what I need right now, or someone I might need soon.



Think of 5 people you know who would benefit from your product or service

From person no1 – pick their first name  
From person no2 – pick their surname name  
From person no3 – pick their age  
From person no4 – pick their background  
From person no5 – pick their job  
From person no6 – pick their circumstance

You now know that person, your 'ideal client', they has a name, a job, interests and needs. From now on write social media and develop products and services for that person.

This approach will give you focus on what you do and feel personal and special for them.

To sell your products and services to that person, you need to pass through the following stages, and have a plan for each.

Step 1 – they must be aware of you, they must have heard of or seen you.  
Step 2 – they must know you, enough to believe you are useful and relevant  
Step 3 – they must like or even trust you, that you are credible  
Step 4 – they may then be willing to buy from you (when the need arises)

This approach means taking the long-term view and building the relationship from knowing, to acquaintance, to friends and possibly partnership. Be valuable at each stage and people will follow you.

## **A useful resource**

As an IoD UK Rapid Response Mentor I like to share advice to help businesses. This is one of a series of worksheets that are freely available. If you would like to discuss business mentoring please get in touch.

You may also find some of these resources helpful.

<https://www.adaptconsultingcompany.com/clientresources/>

All the items marked BBB are 'build better business' tools, some of which may be useful resources for you thinking and maybe our future conversations.

## **About IoD UK Rapid Response Mentor Programme**

Mentoring is to support and encourage people to manage their own learning in order that they may maximise their potential, develop their skills, improve their performance and become the person they want to be.' Mentoring is development driven, looking not just at the professional's current job function but beyond, taking a more holistic approach to career development.

Mentoring is non-evaluative, while coaching is based on measuring performance change. Due to the personal nature of mentoring, a mentor will more often than not draw on their personal experiences and expertise to help their mentee. This could be in the form of sharing a story that taught them a valuable lesson, or a challenge they overcame in their career.

There are particular words and phrases in this quote that draw our attention:

- 'Supporting' and 'encouraging' suggest it is non-directive.
- 'Manage their own learning' suggests that the responsibility for this lies with the mentee.
- 'Maximise potential, develop their skills, improve their performance' identifies the spirit of growth and development.
- 'The person they want to be' clarifies that this is about an individual establishing their own goals with help.

## **About the Author**

Tim Rogers is a Commonwealth Triathlete, World Champs and GB Rower, and now consultant, coach, IoD mentor and mediator. His public sector work included project manager for the incorporation of the Post Office and Ports of Jersey, and project director for the Health and Social Services Governance Review. He has also supported start-ups and SMEs be successful with 4 clients subsequently winning IoD Director of the Year. He now focusses on coaching people and teams delivering change.

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