

Introduction

For the uninitiated, the basis of the WIIFM principle acronym is what's in it for me. But rather than looking at something from your own perspective – look through the eyes of your customer's. So how do you do that? Here are seven tips that will help you get very clear on what your customer's WIIFM is.

Source: <http://www.kristinaustin.com/blog-articles/putting-the-wiifm-principle-to-work-in-your-business/>

1. Who does your business talk to?

Take a hard look at how you present organization/product/service. Who does it really talk to – them or you? Look at your touch points (presentations, brochures, website) – through the eyes of your customer. How many times do you use the word you and your vs the number of times you use I, we, our, my, etc. How does your receptionist greet your customers when they call or visit. Look t. Make sure the whole experience focuses on your customers' needs – not yours.

2. Ask "So what?"

For every claim you make about your product/service (fast, cost-efficient, one of a kind) ask yourself "So what? Why is that important to my customer?"

3. Use emotions!!

Paint pictures using those emotions. Don't kid yourself that B2B buyers don't buy on emotion. They do – it's just a different kind of emotion. They want to succeed, have a bigger staff, be the one who saved the company all that money, gets that promotion, or just has less stress or more time with their family, boat, doing the things they love, rather than stuffing around over a piece of equipment, technology, staff member who's not performing as promised.

4. Use a 2nd set of eyes

Have someone not connected with your business (or industry) tell you what your product or service delivers and why that's important to your customer. This is where external consultants can really help – but only if they really understand the WIIFM principle across all (and not all do).

What In It For Me



5. Test drive your WIIFM message first

Once you know what you really deliver to your customers – try it on a couple of your best customers. Ask their thoughts and really listen – people love giving their opinion and they'll love you even more for asking.

6. Have one message

Once you're clear on your WIIFM message, use the same words and emotions in your brochures, sales calls, website, etc. Tailor it slightly for each customer – not everyone will have a boat (or a family). Find out what's important to them and refer back to it from time to time.

7. Put your customer at the Center of all

Put your customer at the centre of all you do – central to the WIIFM principle

When you write or produce anything or plan or deliver a presentation, pitch or sales call, make sure your customer is at the heart of it – every time. All you really need to do is think about why your customer is talking to you, reading your materials or visiting your site. What are they hoping is in it for them?