

# News Release

## Wyoming Business Tips for Sept. 2-8

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*A weekly look at Wyoming business questions from the Wyoming Small Business Development Center (WSBDC) at the University of Wyoming.*

By Arlene Soto, WSBDC Region 4 Director

*"How do I know what customers want?" --Sandy, Cheyenne*

The best way to know what customers want is to ask -- some things you hear might surprise you. Here are some tips:

**Better product selection:** Which means more variety or higher quality merchandise. Maybe customers are partial to a particular brand.

**Longer hours of operation:** Customers want to shop when they have the time, which might mean being open later in the evening, earlier in the morning or on weekends.

**Good customer service:** Do you know how your employees treat customers when you aren't there? **Consider hiring a secret shopper to provide feedback on ways to improve customer service.**

**Safe, convenient parking:** Customers want easy access to a business establishment. It's also important to have a business that is handicap accessible.

**Being able to pay with a credit card or check, not just cash:** Make sure established profitable pricing is available that will cover any cost increases because of costs involved with accepting credit cards.

Customers buy because they have wants, needs concerns or problems. A business needs to satisfy what the customer is looking for. Often, business owners forget to ask the customer what can be done to bring them back again or ask if there is anything else they need at the time of purchase.

Customers often just want to know if someone is listening. Ask customers for feedback and use that information to improve the business.

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