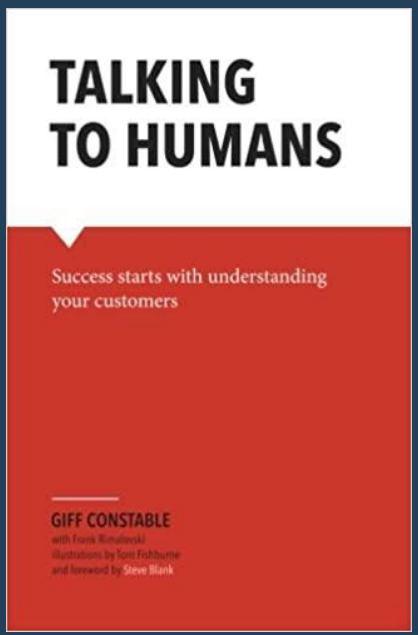

Talking to humans

Talking to Humans
Year of publication: 2014
Author: Giff Constable
88 pages
Link for purchase: https://amzn.to/3aN7QWM

The work "Talking to Humans: Success starts with understanding your customers" was written by Giff Constable. It was published in 2014 and presents the biggest secrets of a successful entrepreneur.
The book is a great guide for those who want to broaden their market knowledge and ask their questions about how to create successful startups with the best ideas and generating the best products.

Score

9

8 Aplicability
9 Inspiration
9 Innovation
9 Impact on results
8 Structure

Main ideias of the book

- Buying, observing and talking are the three pillars for customer identification;
- The good entrepreneur needs to know the market of which he is part;
- Initial consumers are usually people with some intense problem;
- In a classic sale there can be three types of buyers: strategic, economic and technical buyer;
- For a fluid conversation depends on open questions;
- To get a good candidate for conversation, you need to keep in mind three things: Degree of Separation, Creativity, and Direction;
- The ways of approach reflected in the choice of clients;
- Market research is a good indicator of standards.

For whom is this book suitable?

This work is suitable for entrepreneurs and startup leaders who want to learn how to grow their business, recruit customers and be closer to the top of the ladder of success.

Overview of the book

Understanding the Art of Recruiting Customers

The concept of an entrepreneur is entirely related to creativity. It is synonymous with innovation and always being able to look for something different from what you already have in the market.
But other techniques are required for those who really want to be a successful entrepreneur. And one of them is the ability to learn to identify potential customers and the ability to approach people.
This is even a difficulty cited by professionals for various reasons, whether due to some discomfort in interaction, shyness, or even not being sufficiently prepared in the approach, thus causing insecurity on the part of the entrepreneur.
The book is based on two pillars in which it explains two possibilities for an excellent identification and interaction of potential customers. They are:

The concept of an entrepreneur is entirely related to creativity. It is synonymous with innovation and always being able to look for something different from what you already have in the market.

- Direct dialogue and behavior observation;
- Creating situations or experiments in which people themselves express their opinion about that product or service;

However, first of all, you need to know the product you are marketing for. Understanding cannot be superficial.
For this you need to put on the consumer's shoes. This is the first step.
You, as an entrepreneur and current consumer of your own product, need to understand how your business reputation is doing. The surveys are entirely valid.
Observing websites about the market you're in, competitor analysis, and peer-to-peer observations are great tips for putting yourself in the shoes of the customer.
But not only that.
Taking ownership of the product and making use of it is the first step in identifying customers and really knowing the needs of those who consume your services.
A second point is an observation that aims to analyze people's behavior, understand the motivation of purchase, perceive the difficulties of access to the product, the understanding about the use and, mainly, what motivated the doubt.
Understand that these are issues that should be taken into consideration, because from them you will be adapting your product in the market, satisfying customers and standing out against the competition.
The third step is to dialogue with the customer. This is the main mechanism to know the market. Asking open-ended questions that leave you free to give your opinion is an excellent one.
It is very important to analyze possible criticisms and understand the needs by analyzing groups and the age range of each consumer.
That makes all the difference.
However, the work makes clear that the individual use of these tactics does not bring a good result, but the collective practice of these tips to optimize search engines and identify the market correctly.

An effective dialogue

Qualitative research can be understood as investigative methods for the recruitment of subjective information and individual opinions.
These surveys, in turn, need to make use of the dialogue between researcher and consumer. For this contact to be effective, precautionary measures, directed and initially studied need to be performed.
Being prepared for questions enables greater comfort, better identification and a more fluid conversation with the customer.
In this analysis, you also need to be aware of the partners who will be responsible for distribution, execution and other parts of the business.
For better identification, especially if you are creating a new product, it is important to understand the specificity of the customer.
It's no use you want to build the idea of a comprehensive product because some group will fall outside the consumption patterns for the product you offer.
This is the need to think of commonalities in the customer database.
It is important to be aware of the types of consumers. Many of the decisions of regular consumers depend on the choices of early consumers.
Since the initials are usually people who have a problem to solve and need immediate intervention by the product or service offered.
This is a great time to publicize, recruit specific clients and broaden the featured work.
The author highlights the importance of being aware of the types of consumers that are in companies. Here's the need to study about the product, the approach, and the organization by which you want to consume that service.
Strategic buyers are those who yearn for a definite change or solution to the problem that plagues them, economic ones aim at the financial, are always on the lookout for the most cost-effective, technical buyers are the ones who analyze the product criteria further, noting the positives and negatives that influence your final decision.
As a good client recruiting and work organization strategy, the author explains that using an interview guide is a good choice.
The form of distribution depends on the interviewer, but he explains that it may be more advantageous to start with those questions that require urgent clarification. Another tip is to be aware of the possible risks, problems, and anxieties exposed by the consumer.
When analyzing your questionnaire pay attention to some points that may help or disturb your interview:

- Pay attention to the stories told;
- Ask open-ended questions that motivate consumer participation;
- Pay attention to questions regarding the price of your product;
- Seek feedback on what you offer;

A successful approach

Often fear creates space in the minds of entrepreneurs and sets a block on the necessary contact with the consumer. Talking to strangers is a constant cause of concern in this environment.
A good way to end or at least lessen this insecurity is to study the market and the consumers. Understand that if the product offered or the subject matter explained is of interest to the prospective buyer, the dialogue will flow in a way that will benefit both.

Speaking in person enables better interaction with the client, it is much easier to develop a link and the opportunity for both body language identification is more visible and frequent.

To have a good selection of candidates you must first use three general rules:

- Maintain a degree of separation;
- Be creative;
- Targeting;

The interviewee cannot have any relationship with the interviewer because the answers of family or friends are influenced by who actually presents the problem.
Creativity helps in the social bond at this time. The environments in which people are inserted at the time of approach, the method chosen, the speech, the questions, the focus, all these make all the difference in database analysis.
Using strategies for this recruitment is an excellent tactic. Meetings, congresses are a great tip. Another great idea is that you create links that lead you to the hard-to-reach professional.
Targeting is related to the approach method.
If your public access route isn't bringing good feedbacks change your tactic. Recruitment and specificity go hand in hand. So, study the best ways to reach your audience. The book points to online questionnaires as an excellent customer access tool and an excellent method of approaching people.

The Positive Interview Method

For an interview to be fluid, Giff draws attention to some essential criteria. The best approach is face to face.
Speaking in person enables better interaction with the client, it is much easier to develop a link and the opportunity for both body language identification is more visible and frequent.
At the time of conversation, it is important to give preference to individual conversations. It has been seen that groups of people are an influential source of decision making.
Understand that interaction with the customer or potential buyer needs to be humane. Empathy with others strengthens relationships.
The gratitude to the attention and the time devoted to listening are attitudes that favor the development of the speech.
It is important for you to escape from robotization. People like to hear self-confident and self-assured entrepreneurs.
The act of demonstrating an understanding of the subject, creativity, skills, and speech, are skills that demonstrate a more interesting and easy to capture speech.
The true entrepreneur must refrain from his own prejudices and ego exacerbation. Achieving balance is critical, especially when it comes to product or service criticism.
Being open to ideas is essential for the professional growth of the entrepreneur.
At the time of the meeting keep in mind a plausible and creative solution that really solves the consumer problem.
Understand that when a consumer seeks problem-solving, he or she has already sought other, more common means.
For the completion of the sales act, it is essential to go through the entire process. And this process also includes listening.

Be available to resolve questions. It is important to understand the fact that this conversation is an excellent opportunity to learn about the consumer market and capture excellent information for professional and database enhancement.
Always remember to write down tips, prospects' opinions, tips, and anything you consider relevant to your learning, identification, and professional development process.
In this process also be aware of filtering the information. What they say is not always what they really do. This is the need for the search for knowledge. Talking to people is the primary method, but using gimmicks is prudent and aids in the process of strategy making and decision making.
Planned qualitative research is an excellent preparation mechanism and a great method that drastically reduces the risks and failures that a new entrepreneur will have.
Think about it.

What other authors say about it?

n the book by Brazilian businessman Flávio Augusto, “Value Generation”, he shows how, instead of just working for capital, it is also important to generate value for customers. Creating value in other people's lives will create value for you.
In the book “The Lean Startup,” author Eric Ries says that a startup's true productivity is measured by the systematic search for the right things to do. In lean startup, every product, every feature and every advertising campaign is understood as an experiment to achieve validated learning.
In "Change or Die", Renato Mendes and Roni Bueno explain how to make your business thrive in the New Economy, bringing the customer to the start of the process and understanding that mistakes are part of growth. That way, you'll find that achieving your goals requires focusing, testing the product with your customer, and transforming yourself so you don't die.

Okay, but how can I apply this in my life?

- Study the competition and always win the preference;
- Recruiting consumers is your job. Be a good entrepreneur;
- Be a good explorer, but above all be a good listener. Listen to your customers;
- Search engine optimization requires communication. Stay tuned;
- For a successful approach be prepared. Build your interview guide;
- Use creativity in your activities;
- To enter the market you need to understand it. Inquire;
- During the interview, ask open-ended questions that help you share ideas. Make the conversation easier. Write down these communication tips;
- Listen to people and filter ideas. Not the other way around;
- Plan and prepare your questions before each meeting. Remember the importance of caution.

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