

THE EXTRA POINT

BY JERRY ROBERTS



51 Why Do Customers Hire Your Product?

What job is your product hired to do? Maybe you've never been asked that question before. Maybe it's time. I'm Jerry Roberts and let's talk a little about why people do business with you, next on The Extra Point.

People buy products and services to get specific jobs done. For example, people don't want a quarter-inch drill; they want a quarter inch hole.

Some years ago, McDonald's was trying to increase the sales of their milkshakes and they interviewed milkshake customers. Would they want them bigger, thicker, different flavors? After improving the shakes with the interview results, they were surprised to find people weren't buying more of them. so they hired a consultant.

He studied a McDonald's location for 18 hours one day, learning that about half of the milkshakes were sold before 8:30 in the morning and it was usually all that customer bought. That made him curious.

He went back the next morning and asked the milkshake customers a question as they exited the restaurant. Essentially, "Why are you buying that shake so early in the morning."

It wasn't about breakfast and getting full. They would grab something at or near work an hour from now. The majority of them had a long drive to work and they wanted something in their hand, something cold, something that would last them the whole commute, something that would keep them engaged while driving.

With that information McDonald's figured out that they weren't just competing with anybody else who sold milkshakes, but also donuts, bagels, candy bars, fruit and anything else the driver could hold in one hand and consume.

However, milkshakes were more convenient than all those things, easy to access for most people, cold, and because they were so thick it would take a big chunk of that commute — if not all of it — to finish it off through that thin straw they give you.

When McDonald's fully understood what job that milkshake was being hired for, they began making changes. They moved the shakes from behind the counter to the front. To speed things up and get people on the road faster they also came out with a prepaid card so the user could just run in, swipe the card, grab the shake and go without having to stand in a line. They also made the shakes even thicker so it took longer to suck them up.

And sales? Milkshake sales went up 700%.

What job is your product or service being hired for? Can you adapt your marketing to match that? Can you make it all so clear to your customers and prospects that you become the obvious choice when they want what you're selling?

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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