



## Ebook

# 21 Tips for Mums in Business

Part 3



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## Research and Follow Through

### 7. Find out what your customers really want

When was the last time you asked your customers what they really want? Doing a survey or just asking questions informally gives the information you need to either improve what you're already doing or to add on a new product or service. And as your customer service improves, more customers will tell their friends about you!

### 8. Get over your fear of hearing the word ‘no’

Are you so afraid of someone saying “no” to you that you don’t even ask them the question in the first place? The word “no” doesn’t mean you’re no good at what you do; it could simply mean “I’m a bit busy right now, maybe later.” Learning to take the word ‘no’ as it’s intended could make a huge difference.

### 9. Follow up

Are you telling potential customers all about you/your product but not actually asking them to buy? If so, you’re just warming them up for your competitors to come along and make the sale.

Following up could be as simple as making a phone call to see if they need any further information then (when the time is right) asking “MasterCard or Visa?”

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