

5 customer secrets by Jeff Bezos

- 1. Be strict about what customer don't want**
 - a. Customer don't want delay
 - b. Customer don't want out of stock
 - c. Customer don't like slow speed
- 2. The pricing should always should be customer focussed**
 - a. Charge more only when your product is
 - i. A monopoly product
 - ii. A non-competitive product
 - iii. A researched patented product
 - b. Be Frugality:
 - i. Less expense
 - ii. Less overhead
 - iii. Less sow-off
 - iv. Large scale dealings
 - v. More volume
- 3. Create customer dependency**
 - a. Customer psychology says that if the customer trusts you then they want to buy more from you
- 4. Determine what your customer need and work backward**
 - a. Customer advice and feedback
 - b. Customer need
- 5. Hire & develop ownership mentality staff to create best customer service**
 - a. Such employee mindset is an obstacle
 - i. Not my job
 - ii. Not my department
 - iii. Not my job description
 - iv. One who blame others
 - v. Habit of incomplete work
 - vi. Not sensitive about time
 - b. High IQ
 - c. High accountability
- 6. Focus on employees**
 - a. Who directly face the customer?
 - b. Who connect with the customer?
 - c. Who is a touch point with customers?