Selling to Different Business Types

Businesses may operate in different industries, but many of the challenges they face are surprisingly similar.

Attracting customers.

Generating repeat business.

Increasing visibility.

Improving communication.

Growing revenue.

The details may vary from one business to another, but the underlying goals are often familiar.

Understanding these common goals can make it easier to have productive conversations across a wide variety of industries.

1. Learn the Business

Industry knowledge can provide useful context.

Understanding the individual business often provides greater insight.

Businesses that appear similar on the surface may be focused on very different objectives.

A coffee shop may be focused on increasing traffic during slower hours.

Another coffee shop may be focused on promoting events.

A third coffee shop may be focused on increasing customer loyalty.

The industry may be the same.

The priorities may be very different.

Why This Matters

Industries provide useful information.

Business goals provide meaningful direction.

The most valuable opportunities are often found by understanding what a specific business is trying to accomplish.

A Different Perspective

Industries describe what a business does.

Priorities explain what a business wants.

2. Common Goals Appear Across Many Industries

Different businesses often describe their challenges in different ways.

An auto repair shop may want to book more high-profit services.

An online boutique may want more customers to see a new product drop.

A pizzeria may want to increase traffic during slower hours.

At first glance, these goals may appear unrelated.

In reality, they often share a common theme.

Growth.

Increased customer activity.

Improved business performance.

The language may change.

The underlying objective is often familiar.

Why This Matters

Business owners frequently describe their goals using the language of their industry.

The ability to recognize the business goal beneath the description can create deeper understanding.

A request for more appointments may reflect a desire for increased revenue.

A request for greater visibility may reflect a desire for stronger sales.

A request for more customer engagement may reflect a desire for improved retention.

A Different Perspective

Different businesses often describe different challenges.

The underlying business goals are frequently the same.

Recognizing those patterns can make it easier to identify opportunities and connect solutions to what matters most.

> TIP
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> Listen for goals before looking for solutions.
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> The more clearly you understand what a business owner is trying to accomplish, the easier it becomes to identify relevant opportunities.

3. Priorities Create Relevance

Businesses often have multiple goals, challenges, and opportunities.

However, not every objective carries the same level of importance.

An auto repair shop may want more reviews.

It may also want to book more high-profit services.

Both goals are valuable.

One goal is likely to receive more attention.

A car wash may want more social media followers.

It may also want to increase traffic during slower hours.

One objective is often more urgent than the other.

Why This Matters

Businesses rarely pursue every opportunity at the same time.

Time, attention, and resources are limited.

As a result, some goals naturally receive higher priority than others.

Solutions become more relevant when they are connected to objectives that matter most right now.

A Different Perspective

A challenge may be important.

A priority often drives action.

The ability to identify high-priority objectives can make it easier to understand where a business owner is most likely to focus their attention and resources.

4. Avoid Assumptions

Assumptions can limit discovery.

A restaurant owner may be focused on private events rather than daily traffic.

An online boutique may be focused on customer retention rather than acquiring new customers.

A fitness studio may be focused on member engagement rather than new memberships.

Questions often create better insights than assumptions.

Why This Matters

The most valuable information is often discovered during conversation.

It is rarely known in advance.

5. Patterns Matter More Than Categories

Successful business conversations often reveal familiar patterns.

Visibility.

Customer retention.

Communication.

Revenue.

Growth.

These themes appear repeatedly across different industries.

Recognizing these patterns can make it easier to identify opportunities and connect solutions to business goals.

Why This Matters

The ability to recognize common business challenges is often more valuable than memorizing industry-specific information.

6. Adapt the Conversation

The solution may remain the same.

The conversation should adapt.

A juice bar, farmers market vendor, and pet groomer may all use text marketing differently.

Each business may assign value to different outcomes.

The most effective conversations connect a solution to what matters most to that specific business owner.

COMMON MISTAKE

Assuming businesses within the same industry share the same priorities.

Businesses may appear similar on the surface while pursuing very different goals.

KEY TAKEAWAY

Industries provide context.

Business goals provide direction.

The more clearly you understand a business owner's priorities, the easier it becomes to connect a solution to what matters most.