



The Art of Discovery— It's Easier than We Think

Running a small business is rewarding, incredible, challenging, and consuming. We are following our passion, whatever that might be. We serve our customers by providing the best of what we are through our food, advice, or products. Providing that joy, happiness, and over-the-top satisfaction makes us get up every morning and work all day, and it also keep us up at night. We only want to make our customers deliriously happy.

Often, we get great feedback from our customers and clients. They take the time to tell us what we are doing well or what we could do better or more of. Those customers are super engaged, love us, and want us to succeed.

However, some customers love us but are busy, so they don't reach out to share their great ideas. So, we need to reach out to them, tap into their ideas to continue to deliver what they need and want, and discover how we can continue to make them crazy happy.

Today, amid this lovely pandemic, people crave a sense of community. Take advantage of that need and reach out to your customers and clients to learn more about what they need and want from you. Craft a message that will create a sense of belonging and community, telling them you are listening and want to deliver what they are missing. Ask what they love and want more of, what



they want less of, and what new ideas they have for you. Gather data that will allow you to take action and deliver greater value. Afterward, tell them what you learned and what you will do going forward, and then do it.

For many, gathering the data is easy, but analyzing it is challenging. Many of us took a statistics class in high school or college and found the terminology dizzying—almost like a foreign language we just didn't pick up. Don't analyze your findings alone: working with someone who can decipher the data and relate the results to you in understandable language is all you need. Analytics can reveal unexpected and exciting insights about our customers, their habits, and desires. It can help confirm

what we think we know, and it can also debunk some assumptions we have been making for years. As David McCandless states, [information is beautiful](#)¹

Your customers love your business, and they want you to be successful; creating relationships with them is vital. Asking and delivering on what they want is the number-one way to create lasting relationships.

Are you interested in learning more about developing your business? Reach out to Mariposa, and together we will discover what delights your customers and clients through thoughtful surveys and data analysis. We will help you turn obstacles into opportunities.



References

1. Information Is Beautiful. (n.d.) <https://informationisbeautiful.net/>.

