

## “Really Useful Business to Consumers” E-Zine

### The Need to be Really Useful to Consumers

In the previous e-zines we have looked at how to identify “really useful consumers” for your business and derived implications related to communication codes and promotion designs.

In this e-zine we want to look at things in an inverse manner: Why and how to become a “really useful business” for your consumers? The purpose is to get more consumers to use your product or service more often.

### To Sell Or to Help ?

The key question, to start with, is to ask oneself: am I selling to my consumers or am I helping them? Am I just getting them to pay for one thing because it is in my interest to sell it? Or am I also helping them with their lives?

Consumers do not want to be just sold something, they want to solve problems and actualize opportunities that are important for their lives. Features of products and services become highly desired only if they serve the consumer’s purpose and perform better than other businesses in this respect.

Hence, it becomes crucial for any business not just to highlight product features; but rather to identify consumers’ most important wants, which are not adequately addressed in the market . A business will become a “useful product/ service” only if it attends to consumer’s wants better than others.

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### E-Zine Quote

**“The Key question is:  
Am I just selling to my  
consumers or am I as  
well helping them with  
their lives?”**

## “Really Useful Business” - A Case Study\*

Let us take, as an example, the I-Phone; which has created, and is still creating, quite a buzz. It is thought by many not to be the most performing device from a technical point of view. The net is full of shortcoming lists of the I-Phone (Go to Google and type in “I-phone sucks”).

Yet, the I-Phone is succeeding in selling itself at a huge premium. Judging by this, it must be responding, better than other brands, to some important consumer wants that are not necessarily addressed by superior technology .

The I-Phone succeeded in creating a better “user-friendly image” than other competitors- An image of a product that is helping consumers. To do so, it has appropriated what we call Power Attributes.

**What might these attributes be in this case?**

### A Shortlist Of Power Attributes

Power Attributes are features, benefits, or imagery that consumers associate with products/ brands to discriminate between them. Here is a shortlist of such Power Attributes, for the case we are evoking:

- Beautiful appearance
- Intuitive operation
- Easy to use mail
- Multi-tasking between functions
- My friends notice I have it
- Big screen to easily read content
- Can watch real video

In general, there are about 30 such attributes in any category that can be shortlisted from a qualitative research with consumers. The question is to work out which are the real buzz attributes that will tell your consumers you are helping them and not just selling them.



### Contact Information

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