



Your Best Customers Probably Don't Know Everything You Offer



You might think your best customers already know everything your business does. After all, they've bought from you before. They follow you on social media. They're on your email list. They've been in your store, visited your website, or worked with your team. Maybe they've even sent work your way.

But they probably don't know nearly as much as you think they do.

Everyone's busy these days. Your business is central to you. If you're fortunate, to your customers, your business is just one part of a very full day filled with work, family, errands, bills, appointments, deadlines, and scrolling on social media.

Small business owners often assume that if they've mentioned a product, service, upgrade, event, or special once, their audience knows about it. Most people need to hear something several times, in several ways, before it truly registers. Then they need a few more sightings before they act on it.

That means one of your biggest growth opportunities may not be finding a brand-new audience. It may be helping the people who already like and trust you understand more of what you can do for them.

Think about the customer who comes to a bakery every Saturday for pastries but has no idea the store also makes corporate gift boxes. Or the homeowner who hires a landscaping company for mowing but doesn't realize it offers seasonal cleanups, irrigation checks, or holiday lighting. Or the client who works with an accounting firm once a year at tax time but doesn't know it can help with bookkeeping, payroll, or business planning.

If a loyal customer doesn't know these things about your business, you have a communication problem. Existing customers are your warmest audience. They already know you and have decided you are worth paying. But if they don't know the full range of what you offer, they can't buy it, ask about it, or refer people to it. You don't need a complicated marketing funnel to fix this; just better visibility inside the customer relationships you currently have.

Appealing to Your Customers

Start by looking at your customer interactions. Where do people already encounter your business? Your receipts, invoices, email signatures, appointment reminders, packaging, menus, waiting area, website, voicemail, social media bios, and follow-up emails are all places where customers can learn something useful. For example, instead of a receipt that reads *"thank you,"* a retailer could add, *"Ask us about private shopping appointments."* A service business could include a short note on invoices: *"We also offer maintenance plans for ongoing support."* A salon could include a seasonal reminder in its appointment confirmation: *"Need color, conditioning, or bridal styling? We can help with that too."*

This is helpful. You're not shouting *"buy more from us."* You're giving gentle reminders to people who already like you by saying, *"Here are other ways we may be able to help."*

You can also create simple *“Did You Know?”* content. This works well in newsletters, social posts, lobby signs, short videos, and even table tents. The format is easy and direct:

“Did you know we also offer delivery?”

“Did you know we can create custom orders?”

“Did you know members receive early access?”

“Did you know we handle repairs, not just new installations?”

These reminders may feel obvious to you because you live inside your business every day. Your customers don't. What feels repetitive to you may be the first time they've heard it.

Another strong strategy is to organize your services by customer need instead of by internal category. Many businesses list what they sell, but customers are usually looking for a solution to a problem, not a list they have to search and apply to their problem. Instead of simply saying, “We offer design, printing, signage, and promotional products,” a business could say, “Planning an event? We can help with banners, invitations, branded giveaways, programs, and directional signage.”

That kind of framing helps people connect the dots. It turns a list into a solution that customers can easily act on.

It's also worth training your team to mention related products or services in a natural way. Not every interaction needs to be but staff can be trained to listen for opportunities.

If a customer mentions they're planning a party, your team can say, “Just so you know, we also do custom trays.” If someone books one service, your team can mention the next logical service. If a customer buys a product that requires maintenance, your staff can explain what support is available.

The key is relevance. Good cross-selling feels like service. Bad cross-selling feels like someone trying to meet a quota.

Cleaning House

Your website deserves attention too. Many business websites hide valuable offerings under vague tabs or buried pages. Make sure your homepage clearly communicates who you help, what you offer, and what customers should do next. If someone has to hunt for your services, they probably won't. Most of us are not known for our patience when we're looking for something specific.

You can also use stories to educate customers. Instead of only announcing services, show examples. Share a short post about how you helped a client prepare for a big event, solve a last-minute problem, refresh a space, save time, or choose the right option. Stories make your offerings easier to remember because they show the service in action.

Don't bombard your customers; just make your business easier to understand and work with.

Before spending more money trying to reach strangers hoping they'll like you, take a closer look at the people who already do. *What do they buy from you now? What else might they need? What do they still not know? Where could you add a helpful reminder, a clearer explanation, or a better invitation?*

Your best customers may be ready to do more business with you. They may be happy to refer you. They may even need exactly what you offer. But they can't act on what they don't know.

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