



3 POWERFUL TACTICS THAT MOTIVATE CUSTOMERS TO BUY

Wooing customers is a little bit like dating. No, you can't present the engagement ring on your first date! There's a two-way relationship that grows one step at a time before it leads to the church doors. You can't rush it... you can't skip it... if you're looking for the satisfaction of a life-long commitment.

Getting to know your date, or getting to know your customer takes a little time and effort. The personality, likes and dislikes of each date are different, but customers share some commonalities that you, the marketer, can grab onto. Give them what they want, and they'll become the loyal, life-time customers that make your business prosper.

1. Forget About Selling... Put The Emphasis On Buying

People like to think that all of their buying decisions were reached due to their own great ideas and skillful shopping. Hey, no one is fond of a pushy salesman. A salesman who "HELPS" them discover the best buy for their buck on the other hand, is a hero.

Really, when a person walks into your place of business, they are most likely thinking of making a purchase before they get there. You don't have to persuade them to buy. You can take it easy, and simply help them decide what the best purchase is.

Keep your focus on the customer and his needs. Think... what benefits would he be most interested in? What is the price range he can afford? Basically, keep in mind that you are there to serve his needs, not persuade him. Ah, the pressure's off!

2. Make Purchasing A "Sure Bet"

Buying is a "risky" business. The higher the price tag reads, the higher the risks are! Yep, a customer is just looking for a product that satisfies the needs he purchased it for. The question they ask themselves is... "Is it worth it?"

Hey, it's a legitimate question. The world is full of scams where you spend your hard earned cash and end up with trash that doesn't last and that you can't get serviced. A few tough lessons, leave customers wary about off-the-cuff purchases. They want something they can trust.

A money back guarantee alleviates a great amount of concern in the mind of the consumer. There's peace in knowing that if the product doesn't live up to its claims, they aren't stuck footing the bill for a piece of junk.

Customer testimonials also clearly tell "would be" buyers that you really do deliver customer satisfaction. No one can say it better than a satisfied customer, but don't carelessly use testimonials. You need a method to your madness. Pick clear and specific testimonials to use, and include as much about the customer as you possible can to lend credence to his testimony.

3. Let Them Know That It's As Quick and Easy As 1, 2, 3

Simplicity... ah, it makes life so much easier. Yeah, your harried customers are busy and tired. They don't want to mess around. Most of the time, they just want to make the purchase and head home. Convenience stores testify to the fact that quick and easy often overrides a better price!

Make the buying process as simple as you possibly can. Remember that not everyone prefers the same method. The more options you have available, the more customers you will please.

When you're planning your marketing campaign, don't forget to point out the quick, fast, and easy benefits of your product. Remember that value isn't everything.

It's pretty easy to charm your customers when you know what they like! Keep these 3 tactics in mind as you go about the daunting task of growing your business and expanding your customer list... and watch your profits go through the roof.