



The 3 Main Reasons Customers Buy From You

- 1. Is there a compelling need for your product or service?** Is there a group of people who have a true need for EXACTLY what you have to offer? Consider your offers and your market carefully. Technologies change, taste change and even your target market also changes over time. If your sales are dwindling, do a little market research. Ask your customers and prospects what they value most about your offer and what are they buying from your competitors. This is one area where what you REALLY know and what you THINK you know can make a world of difference. You have to be constantly aware of what your clients and prospects are searching for.
- 2. Do they know you, like and trust you?** Are you truly building relationships with your customer base? You are asking folks to buy your product or service. Are you effectively communicating with them between purchases or are you just sell them something and then disappear until the next offer.
- 3. What makes you special?** What makes you stand out from the crowd? Most consumers view small businesses like commodities. They feel that one insurance broker is like any other, or that one tax accountant can get the same results.

The problem is that most marketers do nothing to dispel that perception. "Buy from us because we've been in business for 20 years," or "we're dependable," go the slogans of many small business folks.

Of course the fact that you are dependable, carry a full line of products, offer fair pricing, or are honest, are expectations...they are not points of differentiation.

If your prospects aren't buying from you, you're missing at least one of the above three critical components of a successful and profitable client/vendor relationship.

Oh, by the way, don't hesitate to call on us for a free consultation regarding signage, brochures, business cards, logo design or brand management. Our business is to provide you with a visual edge against the competition. No matter what business you are in we make your name look good and people will notice.

Just drop us a reply if you wish to be removed from this series. We value your business and your privacy.

Best Regards,

Gary, Dave, Elaine, Dan, Keith & Rolf

To The Max Advertising

Thomaston, Georgia (706) 648-2447
Woodland, Georgia (706) 674-2382