

# GETTING MORE CUSTOMERS

Surveys show that 85% of success in life relates to your communication, human relations skills, and "emotional intelligence".

Joe Batten, an American motivational speaker said: ***"Before you tell, ask; before you talk, listen; after you listen, relate; and always show that you care. When you can translate care, people will want to do business with you and details will not get in the way."***



From a business viewpoint you also have to build relationships and get customers to trust you. To do that you have to:

## 1. Be Reliable

Do what you say you're going to do.  
Do it when you say you're going to do it.  
Do it right the first time.  
Get it done on time.  
Under promise and over deliver.

## 2. Be Responsive

Be available  
Be accessible  
Be willing  
Be helpful  
Be informative

## 3. Solve problems

Solve customers' unique problems and they will continue to be your customer. Put yourself in the customer's shoes and feel what they feel.

Does this mean that all your marketing and advertising needs to be "touchy feely"?

No. You can still create calls to action that increase sales whilst observing all these principles.

For example:

- **Tell them about a price increase!**
  - People want a 'good deal'. If prices are going up on a specific date, let your customers know. They'll want to buy before the price increases.
- **Offer a trial period**



- Trial periods are a great way to get new customers. Offer a special deal, extra service or a lower price during your trial / introductory period.



- **Offer a Guarantee**

- People want to know there's no risk involved if they're not satisfied with the product/service. Let new customers know they can cancel for any reason before the trial period expires.

- **Offer free extras**

- Buy X and receive Y. This works with a whole range of products and services. Be sure to include an end date on your offer. This politely urges people to take advantage of your offer before time runs out. Give a deadline for ordering. Order by the 10th and receive.... That way, your customers know they only have a limited time to respond and they won't fall victim to the "I'll do it later" syndrome.

- **Offer a FREE gift**

- As an added incentive for ordering, offer your free gift to the first 100 or 1000 people that respond or walk through your doors.

- **Offer an upgrade**

- One simple line can boost your sales. "Order within 10 days and we'll upgrade you to ....."

- **Whatever you offer be sure to include action phrases:**

- Call Now
- 24 Hours a Day
- Mail today in the prepaid envelope
- Fax your response card



Business success also relates to communication, human relations skills, and "emotional intelligence", but in a business context.