CUSTOMERS | MARKETING | PROFESSIONAL DEVELOPMENT | TAKING ACTION

CUSTOMERS – The Life Blood of Any Business

Finding customers for your products can be simple if you are alert to the opportunities around you, and learn how to capitalize on them by identifying the different buying needs of your prospects.

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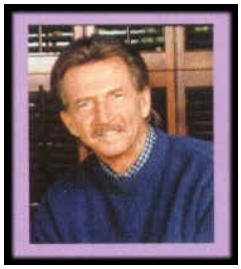

Have you ever stopped to consider just where a company would be without customers? Have you ever stopped to consider just where you, as a distributor would be without customers? Customers are the life blood of any business. In fact customers are the reason you are *in* business.

The bottom line is this: Without customers, eventually there would be no company.

Every distributor is a customer, and every distributor needs customers who aren't distributors.

There would be no lasting opportunity in *any company* without the product being sold. Selling your products can be simple if you are alert to the opportunities around you, and learn how to capitalize on them by identifying the different buying needs of your prospects.

The real power of the opportunity comes from *satisfying customers' needs.* If you help customers get what they want, and then teach your team members to do the same, the financial rewards will soon follow.

It is only natural for some people starting their business to feel uncomfortable, even fearful, about "selling." They envision a high-pressure, fast-talker with only one goal in mind, and that is to get a signature on the bottom line, so cash can move magically from another pocket to his or hers.

Sales related efforts do not evoke negative feelings. Let's set the record straight. We all find it natural to "sell" or "share" what we feel has value in our lives.

We continually "sell" each other on ideas, places, products and experiences we are excited about. We actually "sell" our opinions, our feelings, and even who we are and what we believe in. We naturally "share" with others the things we like and love.

Some distributors hesitate to approach personal acquaintances just because they are friends or relatives. They do not want to put their friends "on the spot". Such hesitation is misplaced if your products are of the highest quality, are needed by almost everyone, and are all backed by a 30-day satisfaction guarantee. By introducing your friends to your products, you are doing them a favor. They will appreciate the benefits and superior quality of the products as well as the convenience of buying from you, someone they know, who will give them good service.

We have excitedly shared "good news" with others all our lives, and thus have been salespeople all our lives. How do you think a good movie or a best selling book spreads? It spreads by word of mouth. Someone enjoys a good movie or a book and shares their enthusiasm with someone else. When was the last time you shared a good movie, book or a restaurant with a friend? When was the last time you got paid for doing so? That's the only difference. Your company pays you for recommending products to your friends and those you meet.

You will be the most effective at selling when you don't try to "sell." You will increase your success by *"telling"* your prospect a story and sharing with them the *"benefits"* they can expect. By doing so, you will

develop that natural word-of-mouth, person-to-person approach that is *the true art of networking.*

You don't have to be an expert to sell your products. You do, however, have to satisfy the customers' needs, and that's much more than just providing a product.

When a person is no longer willing to pay for what you're offering, you're out of business, and being an expert won't change that.

You get paid for everything you do for your customer. You get paid in repeat product sales. You get paid with additional add-on product purchases, with referrals, with customer loyalty, and you get paid when your customer duplicates your efforts and becomes a distributor. And, you get paid in the knowing that you have made a contribution to someone's life.

The #1 key to developing long-term customer loyalty is to make sure that your customer has a "*joyful"* experience with your product.

There are several simple steps to effectively sharing your products:

Keep it simple. Being able to convey your message in simple, sincere and duplicable terms is the first step. Your presentation should be simple, clean and uncomplicated. Don't confuse your presentation with too many details. Remember this simple rule: "Your customer doesn't care *how* your product works; what they are concerned with is, *does* it work?" And even more importantly, does it work for them?

See your customers point of view. In other words, speak your customers language. What is their language? "What will the product do for me?" "How will it benefit me?" To be a successful networker of products, you will have to find out your customers wants and needs. No one will buy

your product just because you are selling it, unless it's your Mother! They will buy what your products will do for them. *They buy the benefit.*

A good salesperson knows that the best retailing presentation is a two-way dialogue. Give your prospect the opportunity to respond to what you have said, and then carefully listen. Your prospect will give you useful information about how they think and feel, and what their needs are. They will tell you what they believe is important and which benefits they value most. Learn to respond to what you are hearing by adapting your presentation to *their* specific needs and interests, not what *you* want them to have.

In developing your presentation, remember that you are selling *yourself* as well as the products and opportunity you provide. Indicate to your customers that you are there to help them, and to offer them the same peace of mind that you now have. Let them know that you are a skilled and informed business person, that you know your products and how to use them, and that the service you offer isn't available anywhere else.

Share your product story with confidence. While it is not important that you become an "expert" in product knowledge, you should definitely want to have enough knowledge about your products to help your customer make an educated decision regarding their needs. It is also said that to be a success in marketing any product you must believe enough in it to be a "product of your product". Begin by making your products a regular part of your daily program.

You'll be able to share the products with confidence by:

Using the product first. Your own personal story about what your product has done for you is more important than anything else. Be sincere and credible.

Gather first-hand stories from others. Other people's testimonials are powerful when making your presentation.

Study the printed material in the company product manual, literature and listen to all product audios. Everything you need to make an effective presentation is usually provided for you. Your role is not to be a scientist or expert, but rather to have a basic understanding about each product, as well as your own personal story.

Remember, facts *tell* and stories *sell!* Trying to *tell* all the facts can and will overwhelm anyone, including you! There's plenty of time to learn everything you want to know. Considering what your prospect "needs" to know is the key.

Providing some initial *"benefit points"* on your products is easy for you to do. If you cannot answer a question, that's fine. Just let them know you will find out. Remember, it's better to be "ignorant" and on fire, than "all knowing" and on ice!

Commit yourself to consistent effort week after week, whether you set a goal to spend 5, 10 or 20 hours a week working your business. This is the single biggest difference between those who succeed and those who don't.

Enjoy yourself. This can really be a fun business. Enjoy the people you work, with and let your efforts bring you the rewards. Avoid high-pressure closes. Products are easy to sell if you simply experience them, show them, and explain how they have worked for you and how they will benefit your customer.

Retailing can be fun and very profitable. Be ready to retail in any situation. Carry the products in your car at all times. You can't sell from an empty wagon! You can share the products with people you meet every day. Just go where you normally go, and do what you normally do. Talk to people, share your enthusiasm, and the results will follow.

Your prospective customer will have four questions in their mind that will need to be satisfied before they buy. Each question represents a percentage value of your presentation.

What is it? What are you selling? That's 10% of your presentation.
How does it work? That's 10% of your presentation.
How much does it cost? That's 10% of your presentation.
How will it help me? That's 70% of your presentation!

Obviously you can see the area where it is most important to spend the majority of your time and efforts.

The last step is to turn your customer into a distributor. Retail sales are the foundation of every successful distributor's business. Not only does retailing generate immediate earnings, but ultimately, retail sales efforts can be one of your most important sources of sponsoring new distributors.

Everyone is a potential distributor, and satisfied customers are your best ones. With every customer you create, you add a name on your distributor prospect list. Once a person has been a customer for a while, you simply call them and say:

"Hi Mary, you've been using my products for some time now. I know you've gotten really great results. I was just thinking that you might want to become a distributor for the products. You can receive a substantial discount on your purchases, and you can share them with others and make some extra money. I'll help you; I'll show you how. It's simple, and we could have a lot of fun working together! When's a good time that we could get together for an hour, and I'll explain it to you?"

The association with you, the fun you'll have together, and the results they've gotten from the product, should be enough incentive to get them involved.

Remember, e*very distributor is a customer, every customer is a potential distributor, and with every prospect, whether they get involved or not, there's a possibility of receiving a referral for a potential distributor or customer.*

Take some time to keep your customer relationships fresh, and don't be afraid to ask, *"what can I do to help you?"* This will go further than anything toward developing a healthy advocate for your products.

Follow-up, follow-up, follow-up! This is where most people fail in the business. It's vitally important to develop good follow-up habits as soon as possible.

Here's a basic follow-up system to use with the customers you develop:

DAY 1 Be sure they are using the product correctly and answer any questions.

DAY 3 Establish their continued interest and answer any questions.

DAY 5 Offer support, help them see results, and answer any questions.

DAY 7 Continue to offer support and ask for referrals.

DAY 15 Continue to offer support and ask for referrals.

DAY 25 Ask about reordering, introduce additional products, and ask for referrals.

With the proper follow-up, support and nurturing, to make sure that they are having a *joyful* experience with your products, and that they are using them regularly, you will find a rewarding relationship forming between you and your customer. As a result they are likely to become an excellent source of referral business and will become a great candidate for becoming a new distributor.

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Jim Britt is the author of numerous best selling books including "Rings of Truth", "Money, How to earn it, How to make it grow", "Unleashing Your Authentic Power" and "Do This. Get Rich" just to name a few. He is an internationally recognized leader in the business community and a highly sought after key note speaker for all audiences. He is a result producing success coach and one of the leading experts in peak performance training for the small business entrepreneur.

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Jim has served as a human behavior specialist, performance educator and success coach, to more than 300 corporations throughout the United States, Canada and Europe, helping their employees improve their performance, access their true potential and to live lives filled with advancement professionally and personally. Throughout the world for over three decades Jim has presented seminars on The Power of Letting Go, personal achievement, entrepreneurship and small business success strategies, and all aspects of peak performance and personal fulfillment to audiences totaling more than 1,000,000 people.