



THREE THINGS YOUR CUSTOMERS WANT

Regina Arnold

Everyone wants more sales, more satisfied customers and more publicity. After all, the business of any business is getting and keeping customers, isn't it?

Whether you're brand new to sales or a seasoned veteran, what I'm about to share with you may be just what you're looking for, so stick with me to the end.

The **FIRST THING** your customers want to know is what results your product or service can provide for them. To help you, please answer the following questions:

- What problems (pain) do they have that this will solve?
- What results will it provide?
- When you think of features and benefits of your product or service, think: "What will this save, achieve or make for my customers?"
- Write a list (cheat sheet) and commit them to memory: Does it make them feel better? Look better? Feel more protected? Improve their financial security? Make their job easier? Make their marriage better?
- After you've memorized these benefits, you might as well incorporate them into your 20-second elevator speech.
- Example: When people ask me what I do for a living, I say this: *"I write the **right words** that help staffing companies engage with their audience **to increase traffic, leads and sales.**"*
- Make it short, to the point, including a few key words that show features/benefits like the ones highlighted above.

The **SECOND THING** your customers want is some kind of social proof, so they know what results they can expect. Here's how to get it:

- Ask your current customers to tell you what *specific* benefits they received as a result of using your product or service.
- Provide testimonials from *real* people that have used your product or service. Include photos or video if possible.
- Also ask them to provide information about how they were treated as your customer.
- With their permission, post the information prominently on your website.
- If you state only your opinion about what you're selling, your audience will question your motivation. But if you state the facts and substantiate them through social proof, you're more likely to be viewed as a worthwhile provider.

The **THIRD THING** your customers want is to weigh the risk versus return on their investment. Nobody wants to roll the dice and just hope for the best.

- This applies even more in these uncertain economic times.
- People are more likely to purchase something if they can see that the value outweighs the price.
- Still, most people will default to price first when making a buying decision because they haven't yet been shown the benefits, results or solutions to their specific problem.
- Your job is to show them! How do you do that? Read on:

If you're on the phone or able to sit face-to-face with your prospect, that's great because you have the opportunity to ask questions. But questions can still be asked, even if all you have available is messaging.

What questions do you ask? Here are some, used in sequence, that will help you uncover what's really important to your prospects:

1. **"When it comes to making a purchase of this kind, what's your most important consideration?"** Most often, people will say something like they want a great product at a reasonable price.
2. **"OK, so you're saying that you want top-notch value at the best possible price, correct?"** (Wait for a response; write it down).
3. **"OK, great, what else is important to you?"** (Wait for a response; write it down).
4. **"What else?"** (Again, wait for a response and write it down).

After asking these important questions, you should have a good idea of the problems they're facing and what's important to them.

It's usually something emotional like prestige, feeling secure, making their life or job easier, saving them money and time, or relieving some kind of stress.

Here's the final question you need to ask (*please don't leave this one out*):

- **“What would happen if you went six months and didn't solve this problem?”**

I hope you've found this useful and you have the best of success in your business.

If you need help engaging with your target audience, or would like to see what I do, please visit my site: reginawrites.com

All the best,

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P.S. - “Telling leads to objections; asking leads to a sale.” ~ Jeffrey Gitomer

A good example of 'telling vs asking' is this story:

A woman went to an appliance store to shop for a new washer because hers suddenly died.

After asking what her price range was (yay!), the salesman rambled on about all the features of a particular unit, going into great technical detail.

She listened to him 'tell' her details for a while until she found herself lost in his technical jargon and finally said, “All that sounds good, but what I really want to know is...(drum roll)...will it get my clothes clean?”

If only he had led into their conversation with a simple question: “What's your most important consideration when it comes to buying a new washer?”