



Three Things Your Customers Want

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I don't know about you, but almost everyone would like more sales, more satisfied customers and more publicity. After all, the business of *any* business is getting and keeping customers – profitably.

Whether you're brand new to sales or a seasoned veteran, some of this is a no-brainer. But stick with me to the end 😊

First, your customers want to know what results your product or service can provide for them.

- What problem(s) 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?"
- Make a list, (a cheat sheet) in writing and commit them to memory.
- Does it make them feel better, look better, feel more protected, add to their financial security, make their job easier, make their marriage better, etc?
- After you've memorized these benefits, incorporate them into your 20-second elevator speech.
- Example: When people ask me what I do for a living, I tell them that "I show staffing companies how to use the **right content to engage** with their **target audience**, which creates **more sales**." Simple, right? (Make it short and to the point, incorporating a few key words that show features/benefits, like the ones I highlighted).



Second, customers want to know what results they can expect.

- Ask your current customers to tell you what specific benefits they experienced as a result of using your product/service.
- Provide testimonials from real people that have used your product or service.
- Be sure to ask them for testimonials about how they were treated as your customer, too.

- Post them so they're visible on your website.
- If you state only your opinion about whatever you're selling, your motivation could be in question. But if you state the facts and substantiate them through others' opinions, (social proof) you're more likely to be valued as a worthwhile provider.



Third, customers want to weigh the risk versus return on their investment. Nobody wants to just roll the dice and hope for the best.

- This applies even more in these unstable economic times.
- People are more likely to purchase something if they can see that the value outweighs the price.
- Still, a lot of people will go 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 the solution your product or service provides for 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 excellent because you have the opportunity to ask questions, but this can still be done even through messaging:

- Example: **"[Name], when it comes to making a purchase of this kind, what's your most important consideration?"** (Most often, people will say they want a great product at a reasonable price).
- **"Great, so you're saying you want top notch value at the best price possible, correct?"** (Wait for response; write it down).
- **"What else is important to you?"** (Wait for response; write it down).
- **"What else?"** (Again, wait for response; write it down).
- After asking these important questions, you should have a pretty good idea of what issue or problem they're facing.
- It's usually something emotional like prestige, feeling secure, making their life or job easier, saving them money/making them money, saving them time, or relieving some kind of stress.

- Here's the final question (PLEASE, don't leave this one out):
- ***"What would happen if you went six months and didn't solve this problem?"***

Thanks for reading. I hope you've found this useful. If you need help engaging with your target audience or would like to see what I do, please visit my website: reginawrites.com

To your success,

Regina

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P.S. – A good example of 'telling versus asking' is a story I heard a while back. A woman went to an appliance store to look 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 great, but what I really want to know is...(drum roll)...will it get my clothes clean?"

"Telling leads to objections; asking leads to a sale" - Jeffrey Gitomer

