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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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**A Battle Of Products Or A Battle Of Perceptions?**

**By Noel Peebles**

**A Battle Of Products Or A Battle Of Perceptions? by Noel Peebles**

Marketing is not a battle of products; it's a battle of perceptions. It doesn't matter if you have best product or service; it's what people think that counts. That is not to say that you shouldn't have a good product or service – it is a prerequisite of doing business these days. Customers expect it.

Like it or not, it can be difficult to change a mind once it is made up. It can cost mega-bucks to blast your way into a prospects mind, because most of us don't like to change our minds. Once people perceive you one way, it can be very difficult and expensive to change this perception. They file you away in their minds as a certain type of business offering a certain type of product or service.

To put it another way – it is better to be first in a prospects mind than to be better. If you are battling head-to-head with your competitors by matching products and matching prices then you are probably not first in the prospects mind. But, don't get too distressed, because your competitors may not be either. Your prospects may see no perceived point of difference between you and your competitors. You may be perceived as being virtually the same so price often becomes the deciding factor.

The key to marketing success is to find your point of difference. You then need to be perceived as being the first to offer that point of difference. Another option

is to create a new product or service category that you can be first in.

### **3 Mindset Changes To Increase Your Sales And Profits**

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Consumers Are Individual Customers

The idea of mass marketing to consumers is outdated. Consumers are individuals and deserve to be called customers. The days are gone when marketers can think of consumers as a mass audience to "push" advertising out to. In fact, wise marketers will remove the word "consumers" from their vocabulary all together. You can't have a relationship with a consumer, you can with a customer. Customers are individuals. The fact is that these days they're more demanding than ever.

They expect more from you. They deserve your respect and expect to be treated like equals. The old fashioned general store knew how to look after their customers. The trick for the modern marketer is to take those old "values" and use the new technology to build a relationship that treats each customer as an individual.

Be First In The Mind  
Or The Marketplace?

It is better to be first in the prospects mind than to be first in the market place. Once somebody else gets into your prospects mind you can't take away their position with money alone. We're all quick to pass judgement and it's difficult to change a mind once a mind is made up. You have to blast your way into the mind because people don't like to change their minds.

Once they perceive you one way, that's it. They put you into a category and file you away in their minds as a certain type of person or business. The only way to change that perception is to become a different kind of person or business in someone else's mind so that the majority overwhelms the minority. You haven't

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changed their mind, somebody else has.

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counts.

### Think Of Your Product As A Service

These days there's no shortage of "me too" products and short lived technological advantages. It can be difficult to find a point of difference for your product to own in your customers mind.

So, here's a thought. When thinking about competitive differentiation for your product don't consider only the physical aspects of your product. Instead think of your product as a service. What is the service it provides? What are the "experiences" it offers to a customer? The answers to these questions will be more fruitful in developing your marketing strategy than just focusing on the physical aspects.

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