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**Can You Control Your Customer's Mind?**

**By Fahad Hassen**

Can You Control Your Customer's Mind? by Fahad Hassen

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**Can You Control Your Customer's Mind?**

Is it possible to control your customer's 'buying' decision? Let me start off with an example. Say many people selling bags in one place and John wants a bag. John buys the bag with the most attractive packaging.

What influenced his decision? The packaging. This bag had something better. So in a different view, this bag influenced the 'buying decision' of John. This is just a simple example to get you familiar with the concept.

Almost all of the modern marketing campaigns are designed to be effective from the customer's point of view. They all try to control the customer's feelings. You must follow the trend or you'll be a loser.

Just brainstorm / think what can influence the decision to buy 'your product'. You can come up with a lot. Call each of them a strategy and jot them down in a paper. I will discuss 3 generic strategies that can be used with any business and how to apply them, so it will give you some

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idea as what to think of and how to apply them.

1. Curiosity

2. Because / Reason Why

3. Greed

Curiosity

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What is it? Curiosity can be defined as "the desire to know the unexplored" in simple terms. People want to know things that many others don't know. They like to discover the 'secrets' that only some people know. The desire to know is a compelling force in marketing, so we have:

- \* Secrets of the Diet Industry Uncovered
- \* What Time Share Companies Don't Want You To Know
- \* Msteries of A Youthful Appearance Revealed
- \* The Hidden Keys of Car Buying

People don't want

- \* How to Diet Successfully or
- \* A Guide to Buying Cars

for example. First set of titles surely outshines the second set of titles because the former takes advantage of curiosity. You must design your advertising in a way that arouses curiosity. Getting to see the powerful of curiosity? (When compared the two sets above)

Because / Reason Why

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Telling people a valid reason for your action is another great influencer in human behavior. People will trust you if you can offer a reason for what you are doing. Say you

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offer a 50% discount on your digital cameras for the last 10 days in this month. People are too smart today and start to think it's probably because you want to get rid of your defective products or because it's 2 days before the expiry date (in case of food items). Wouldn't you and I think the same way when we see a similar message?

Give them a true believable reason. For example, let's say you have a slow time of the year and you want to increase your business during this period. Make a special, limited time offer. Offer to throw in an extra free bonus or a special discount simply because it's your "slow time" and you need to pay your staff anyway.

Don't you think people will believe it? If you can give a solid reason for a particular action, people will have no

doubts about what you say – there is simply very little room for doubt.

Greed

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People are greedy. I'm not talking about food but 'greedy' in a marketing perspective. Everybody feels from "what's in it for me" syndrome. They really want to know how your product can benefit them. Notice that, the "customer's will buy benefits and not products". Confused? You'll see what I mean in a minute.

Analyze the following list of benefits written about a digital camera.

\* Can store over 200 photos

\* Supports every color you can see

\* Manual included so you can start even if you have no previous experience

This will certainly open the eyes of a person who has an idea of buying a camera one day. This is in complete contrast to the following, where the 'product' is described.

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- \* Has a memory of 6000k
- \* Supports 16-bit colors
- \* 60-page manual included

Customers don't want a memory of 6000k, but they want to store 200 photos. Get it? You must clearly tell the customer how will they benefit by buying your product. You can then describe the product itself, when they are looking for more information.

To make this point clearer, understand that,

"Customer's will buy benefits and 'not' the features."

Okay.. Whats the difference between features and benefits? Features describe the product itself – what it has. Benefits describe the advantages a customer gets by buying the product. The first list above is a benefits list and

the second is a features list.

Benefits will drive customers to explore more information about the product. This is when you should give them the features and describe the product itself. To summarize, get customers into looking for more info by telling them the benefits and then describe the product. This will assure the best results.

I laid out just 3 powerful strategies here. There are many more 'explored' and 'unexplored' tactics, and hope you can discover a few too. Please let me know if you do. I hope this information was helpful to you and wish you good luck and success in your future marketing efforts.

Fahad Hassen is the publisher of "Forbidden Psychological Secrets" eBook, which has over 25 proven secrets of controlling your customer's 'subconscious' mind and influencing them to buy from you. Visit his site at <http://www.mafoor.com/forbidden> .

### **4 Customer Service Mistakes Companies Should Avoid Making**

**By Russ Mate**

## Can You Control Your Customer's Mind?

1) Being placed on hold endlessly. Don't you just love it when you call a company and they place you on hold, leaving you to listen to their latest on-hold, recorded sales pitch, over and over again. Would you think it normal business practice for a retail store clerk to ask you to "wait a minute" while they disappeared into the back of the store for ten, fifteen, thirty minutes or longer? People do things over the phone that they would never do in person. It's bad business either way to leave a customer hanging without at least coming back to let the customer know how much longer they'll be holding.

2) Getting rude with a customer. As the saying goes, even if the customer's wrong, the customer's always right. There's never any reason to get rude with a customer. If a customer gets rude with you, let them blow off steam and remember that their behavior is not an attack directed against you personally. Always keep in mind that as long as you remain calm and in control, you can address the reason behind the customer's anger.

3) Ignoring a problem. Ignoring a customer's problem won't make it go away. The same can be said of fixes that work for the company but not for the customer. Some customers have problems with a service or product that don't fit comfortably into any category. Those are the problems that need special attention, not standard responses. Too many companies ignore this and try to use the "one size fits all" method of complaint resolution. Companies have to realize that their policy must fit the customer's needs, not the other way around.

4) Making the customer jump through hoops for a refund or exchange. I recently had to return a product to a national bookstore chain. Before the clerk refunded me, she asked me for all sorts of personal information. I refused to give this information. I explained that I hadn't given this information out when I made the original purchase, and didn't see the purpose in giving it out to get my money refunded. After 15 minutes and a visit from the store manager, they finally relented and gave me my refund. The time spent waiting in line, plus the time spent to get my refund, added up to 20 minutes. This company wasted 20 minutes of a customer's time, all in the effort to get information. If you have to disregard your customer's time in order to gather a marketing profile, you're defeating your long-term marketing goal, which is to retain a satisfied customer base that makes repeat purchases.

Russ Mate is President of MateMedia, Inc.

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4 Customer Service Mistakes Companies Should Avoid Making

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The Buy Impulse  
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Money Saving ideas



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