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Customer Relationships How To Build Them.

By Judi Singleton

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The Gurus all tell us this is the way to sell on the web or this is the way. New ways and techniques are daily mailed to my inbox telling me if I just do "this" then I will be a success selling on the web.

However, the psychology of selling everything goes through A simple process that is not a secret. The formula has been taught us ever since we have first been on the web. You know this secret if you are a newbie or a seasoned veteran selling on the web.

First you must get the customers attention. How do you do this? First of all the customers on the web are searchers by that I mean they get on their computers, go to a search engine and search for specific things they want to know about or buy. So it makes sense that your site title, where you are ranked on the search engine and your description of your site are the first ways to get their attention. Ok, say you have done a good job of that so you get them to your website.

You are still trying to capture their attention. So snappy headlines and good content will get their attention. They are not ready to buy yet. You shouldn't even be trying to sell them at this point. What you present on the website will either encourage them to come back or they will just click away and never return. So not only good content about the subject that they are looking for is essential. How about a five day course. This accomplishes two things it gets them to give you their email and you are giving them good content. Make this

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course personal and dynamic and you have gained trust. Perhaps you first get them to join your ezine. Where again you get their email, give them really good content and have a chance to interact with them. Again you are building trust and forming a relationship with a real person. This is not instant. Relationships take time.

After you have built a relationship you can then recommend to them products, and services. But even then you cannot sell to them if they do not need your product. If you don't believe me try selling ice in the artic. So try and target your market. Find out what your customers need and then fill that need.

The last thing you are going to do is to send your prospects to your product page. This is the one of the most important pages you will ever write. It has to tell them what your product can do for them. How it will change their lives to use your product. In other words make them really want to buy the product.

Now you are at a point in your sales that you will be successful. But to recap you can not go from get the customer's attention to sales selling is a relationship between two human beings and relationships take time.

About the Author: Judi Singleton is the publisher of Jassmine's JournalA targeted daily ezine. You can subscribe at <http://www.motherearthpublishing.com>

Successful Sales Strategies: Winning the Close Ones

By Richard Cunningham

The "Three Cs" in building customer relationships are a key component of professional selling skills.

Indianapolis, IN (PRWeb) November 23, 2003 - The deal is coming down to the wire. The buyer perceives the competitor's solution as marginally superior, but the slight underdog still wins the sale. In this case, the adage, people buy from people they like, proves true.

In the audiobook, "Sound Advice on Sales Strategies," author Tom Snyder, a vice president with sales consultancy Huthwaite, says that while it's always a good idea to build customer relationships, it is especially helpful in the close ones. He sites what "SPIN Selling" author Neil Rackham calls the "zone of indifference."

"In this situation, although the competition's superiority is recognized," says Snyder, "it's not significant enough to break out of the buyer's zone of indifference. This means that between the two, the buyer will likely choose to deal with the seller he likes." While a personal relationship won't be the deciding

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factor in most major account selling situations, it's still an important part of the mix.

When building customer relationships, Snyder recommends being guided by the "Three Cs" of concern, candor, and competence.

Concern means focusing on customers and their needs. Learning the customer's problems is the first step in building trust. Candor equates to honesty and avoiding exaggeration. Competence comes from the salesperson knowing how their products or services meet customer needs.

Says Snyder, "Don't neglect your customer relationships, and don't neglect your sales training, either. Your customers shouldn't have to choose between the salesperson they like and the salesperson with professional selling skills."

Tom Snyder offers advice on planning and executing sales strategies each week in the free audio–newsletter from What's Working in Biz,

Richard Cunningham is a principal of What's Working in Biz,

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of business audiobooks and online audio programs on marketing, sales, and small business strategies.

Successful Sales Strategies: Winning the Close Ones

How to Build Friendships in Business

The Importance of CRM

Positive Relationships Are The Key To Business Success

6 Ways Small Businesses Can Survive In A Crazy Economy

How to Gain and Retain More Customers

How to keep up the SPICE in your Love Life.

Online Dating Secrets Revealed!

How Nice Guys, Shy Guys and Good Guys Finish First!

Build Your Own Mail Order Empire



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