

DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU

By Bob Leduc

DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU by

Bob Leduc

Every customer looks for 3 special benefits when they do business with you. They may not specifically ask for these benefits. But you're losing sales if you don't automatically provide all three.

### 1. FAST RESULTS

Prospective customers may take a long time deciding whether or not they will buy from you. But once they decide to buy, they expect instant results. When people buy a car they want to drive it home today. When they sign up with a health club they expect to look and feel better by the end of the week.

Look for ways you can reduce the time your customers have to wait after a transaction before they can start enjoying the results of their decision to buy. Try to deliver your product at the point of sale. When that's not possible, look for creative ways to provide a benefit your customer can start enjoying immediately.

For example, a publisher I know recently created a special package combination of his latest "how-to" book in print and several eBooks on the same subject. When customers order his new book, they can immediately download the eBooks on their computer. They don't have to wait for the hard-cover book to arrive before they can start enjoying the benefit they paid for.

## DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU

### 2. EASY PROCEDURES

Customers want products that are easy to use and services that produce results without disturbing their daily routine. You can increase your sales by stressing the "easy to use" characteristics of your product or service in all your promotions. Convenience and ease of use are often more important to customers than price.

Simplify your buying procedure too. Make it easier for customers to buy from you and you will get more sales.

For example, many online shoppers are impatient and won't tolerate a lengthy ordering process. Minimize the number of times your customer has to click to another screen when ordering online. Use a simple order form instead of a shopping cart if you only offer 1 or 2 items. And don't ask them to give you more information than you need to process their order.

### 3. PERSONAL ATTENTION

Every prospect and customer wants personal attention. One way you can provide it is by giving them an opportunity to ask questions.

Only interested prospects will take the time to ask questions. Many will buy from you if they get valuable information from your answer. You can often include a promotion for your product or service as part of your answer.

Answering questions is not time consuming. The same questions will be repeated over and over again. But you only have to answer each question once if you save your answer to a permanent file. Copy it into your reply whenever you get that same question again ...and revise it slightly to personalize your response. You can answer questions quickly and your prospects will appreciate your personal attention.

TIP: If you find yourself personally answering a lot of questions, add a Questions and Answers page to your web site. Post the answers to your most frequently asked questions. It will reduce the number of questions you have to answer individually. But remember, it also deprives you

## DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU

of an opportunity to impress prospects with your personal attention.

Every customer wants fast results, easy procedures and personal attention. Most won't ask for these benefits. But they won't buy from you unless they get them. Make sure you provide all 3 of these special benefits ...and look for ways to improve the quality of each. Then watch how quickly your sales increase.

Bob Leduc is a Sales Consultant with 30 years experience in building successful businesses. Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

### **Establishing Yourself as an Expert in the Eyes of Your Customers.**

**By Nick James**

The most important aspect of a successful business is developing the correct mindset toward your customers. And this is not the over used phrase The customer is always right. Actually the correct mindset we are referring to here is to always think in terms of benefits for your customers. The highly successful businessperson thinks of ways to show interest in their customers even before they come into their store.

They endeavor to educate the customer on the benefits of their products and services. They make their products and services stand out in their customer's mind. Some marketing experts think of this in terms of a USP or Unique Selling Proposition. Or what are the unique selling characteristics that separate your products and services and make them stand out from your competition. Here is an exercise I suggest you do and then repeat at regular intervals.

Ask yourself the following questions and then write down in a list all the answers that you can think of.

In my relationship or interface with my customers what items am I currently doing or could I be doing which provide benefits to my customers?

What area of my relationship or interface with my customers which if I could improve would provide additional benefits to my customers?

Is there something in my relationships with my customers that they may dislike?

What special services do I provide my customers that benefit them?

What benefits do my customers receive from the products I sell?

Now from the list of benefits you create from questions 1, 4, and 5 above. Pick out the best benefits

## DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU

and compile them into a one–page sheet.

This sheet will serve to educate your customers how you stand out from your competition. You can do a lot with this sheet. You can create a plaque, which you hang on the wall for your customers to see. Have copies made and available for your customers to read and take home.

Tip: Try to think of the hidden benefits or benefits that may not be readily apparent. For there can be true riches in the hidden benefits. You might even ask one of your better customers you know well the following: I am doing a survey with some of my most valued customers and I highly value your opinion on the following question? What are the main benefits that you feel you derive from doing business with me?

This accomplishes two purposes. One it lets the customer know you highly value their opinion which

makes for a more loyal customer and two they will reveal benefits they receive from your business that you hadn't thought of.

And you can even add these benefits they provide to your list.

By operating in this fashion you will develop a big edge over your competition.

In fact even your ads should be oriented toward benefits to your customers, not just on what you are selling.

Nick James offers informative tips and information on nutrition, health and working from home. His many years of internet marketing experince he uses to help others have a successful home business. Visit him and some amazing info at

Establishing Yourself as an Expert in the Eyes of Your Customers.

Increase Your Sales in 5 Minutes

3 Steps To Keeping A Customer For Life

What's really different about your company, product or service?

Customer Service – A Lost Art?

The Antioxidant Benefits Of Coffee

101 tips to stay fit and live longer.

Traffic Boost News Ticker

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

Membership Millionaire

DON'T OVERLOOK THE 3 SPECIAL BENEFITS EVERY CUSTOMER WANTS FROM YOU



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**