

Target the Heart of Your Customer, NOT their Wallet

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Target the Heart of Your Customer, NOT their Wallet

By Rick Beneteau

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"HOW TO SUCK CASH FROM YOUR CUSTOMERS LIKE A HEAVY DUTY HOOVER!!"

How many times have you come across Internet ads that sound like this? I hope you thought, "too often!"

Personally, I cringe when I read something like this. After all, MY customers are NOT wads of money and my business is NOT the vacuum through which to suck up their hard earned dollars!

Granted, selling is a process, and a certain amount of *sizzle* is required. Successful marketers and advertisers know that consumers purchase what they *want* and not what they *need*. It is my belief that as entrepreneurs, we should present what our customers want, in order to deliver what they need. Make sense?

I was a guest panelist at a seminar earlier this year and had the privilege to meet and hear a great man named Clay Cotton speak about "Love Based Marketing". As I listened to this former professional piano player (with the likes of Jimi Hendrix and Janis Joplin to mention just a few), now sadly stricken with Multiple Schlerosis speak about his concept, I couldn't help but think that although I never really thought about selling as having anything to do with "Love", that in fact everything I had done successfully throughout my life was approached just as he so eloquently portrayed.

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The Internet is saturated enough with scams, shams and flimflams and to see sincere Internet entrepreneurs using copy along the lines of what I opened with, is a real shame.

There's nothing wrong with making money. In fact, there's everything right about making lots of it! But to focus *on money* as your end goal while degrading your customer in your advertising will be a *costly* mistake in the long run if you make it!

I need say nothing more than repeat the title of my article – Target the Heart of Your Customer, NOT their Wallet!

Oh yeah, keep the Hoover in the closet!

The Seller's Creed

By Rick Beneteau

I will not make sales. I will make Customers.

I will target the heart of my Customer. Never their wallet.

My Customer is the lifeblood of my business.

Though I may sell my Customers what they want, I will deliver what they need and make their lives better.

Courtesy and Service are cornerstones of my relationship with my Customer.

I will view complaints as opportunities . . . opportunities to create lifelong Customers.

The quality of my products and how I treat my Customers will determine the level of My Success.

My prosperity will come from `growing' people.

My best advertisement is my product, and, the Customer service behind it.

Making money without making friends is not good business.

I will guide my business with the perfect blend of heart and mind.

I will make Integrity my trademark. After all, isn't integrity all I have and all I will be remembered for?

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I will compete only against myself as the only true measurement is against myself.

It is fine to fail. In fact, it is most often a requirement of success.

My reputation is everything – my ego, nothing.

Every pittance I earn unjustly is a debt of fortune I must repay.

No matter the fame or fortune that may follow me, My values, My family and My friends must remain at the very core of my being.

Better I be trusted and respected, than be materially rich.

Better I be a dolphin swimming with sharks, than a shark.

(you can download an mp3 of The Seller's Creed here:

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© Rick Beneteau

Rick is co-creator of the breakthrough Make Every Day A Great Day Program. Read the powerful, life-changing testimonials and discover how this revolutionary product can dramatically change Your Life too!:

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The Seller's Creed
Make Sure You Get The Customer Perspective
Travel Wallet Checklist
What Is Your Wallet? A Buyer's Guide
Handling Customer Complaints

My Online Friends – Dating Website Script
Stress The Silent Killer
About Niches
Valentine Day Recipes
Blogging Made Easy

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