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The Importance of Educating Your Customers

By Andre Plessis

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An indispensable and fundamental basis in your marketing goal should be to educate your customers. You should first educate them to your products or services.

Let's assume you sell houses. There are so many things to know about owning a home, such as signing the agreement, inspection, closing costs, title, tax advantages, city tax, home appreciation, type of loans, PMI, credit history, how lenders use individuals credit, how to improve credit, down payment etc... that you should include all that in your advertising material. You could have a report on how to buy a home, how to improve credit, how to invest in real estate and that you could give for free.

In other words you educate them on your services and your company. You educate them so that they have a better understanding of the many benefits that an individuals has when he/she becomes a homeowners, which has the effect of endearing you to them.

One of the most terrible mistakes I personally see is how many businesses fail to educate their customers about the unique advantages offered to them. May be you offer a better quality product, may be you have a longer warranty, may be your support is 24/7/365 days, and how about all the features you offer. What comes with the package? You must state something that differentiates you from your competition and that will allow you to build your credibility.

Once you educate your customers you will notice that your profits increase. Just think about how you make a purchase decision. When you considering making a purchase decision you most likely do not know much about the product or the service and if you have unanswered questions you are less likely to buy that product or service. If you educate your prospects on your offer and show them all the benefits you will gain their trust and they will most likely buy from you. Think about it. How can you possibly make a buying decision if you do not know anything about a product or service? Remember that when it comes to spending money people want to make sure they are making the right decision if not they will regret their purchase. Why not helping them make that decision by educating them and comforting by showing them that they are making a wise decision and it will be good for them and their family.

The Importance of Educating Your Customers

Do not hesitate to show all the benefits and less positive aspects of your offer and you will see a dramatic increase in sales. Few companies realize that they must lead the customer to action and to a decision. People need to be what to do to obtain the product and service they inquire about. Therefore it is extremely important that every sales letter, call or advertising you do should include some kind of education on your offer. The amazing thing is that people need to be led to action of buying. If there is a difference in price between you and the competition you must clearly explain it to the customers if not there will not understand why. Individuals rarely question why a price is higher or lower. They should question a low price for something and consider the negative aspects of a product or offer but remember that it is always tempting to buy something cheaper as it translate in saving money which is a value to any prospect who want to make a purchase.

An other important way to help prospects make their decision is to give them some kind of guaranteed satisfaction on your product or service. If for example you give them 30-day unconditional money back guarantee you will dramatically increase your sales. All benefits of you offer should be clearly spelled out so that customers make an informed decision on your offer. Make them feel comfortable, become their friend look for their true interest not yours. Do not hesitate to tell someone that your offer may not be good for them. I have no problem advising businesses on not using a particular service if I think they won't have any ROI. This type of attitude will greatly be appreciated and in the future they won't hesitate to come back to you for another service or product you may have or they may as well refer someone to you.

Educate people to appreciate the value of what you have to offer. You can't appreciate cookware until you are educated about it. One of the best way to educate people is to give them something for free. free booklet, free sample, free seminar, free report etc...

Three effective communication vehicles include person-to-person communication (seminars, conference call), through the mail (direct mail advertising), or on the Internet (email newsletter). The goal to educate your customers should also be to position yourself as an industry expert. Reposition yourself as the expert in your industry and you will be amazed to see your profits soaring. Also keep in mind that educating people is to show your true interest in seeing them satisfied with your offer. If you do all this you will definitely set yourself apart from your competition.

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The Importance of Email – Part 1

By Kenneth Carr

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The Importance of Email (Part 1)

Email. How do you use it? In our six-part series we will discuss the following:

- The importance of keeping in contact.
- When a "Dear John" letter is a good thing!
- Subject Lines.
- What is your goal?
- Keep it simple.
- Make it easy to reply.

The Importance of Keeping in Contact.

While this may seem to be stating the obvious, you may be amazed by how many marketers either don't know how to stay in touch, or just don't care. While I can't imagine any decent person responsible for marketing to not care, I'll deal with only the first item - not knowing how.

In talking with others involved in marketing, I get these types of questions. Will my prospects and customers want to hear from me via email? If they do, how often should I contact them? When I do contact them, what should I say? Let's address each of these questions in light of staying in contact via email.

1 - Will my prospects and customers want to hear from me via email? The answer is an absolute YES, if you have something worthwhile to tell them! If a customer has just made a purchase, then a simple and sincere thank you is very appropriate. Customers do like to know that they are appreciated, especially when they open their wallets.

2 – How often should I contact them? What should I say? A great time to send an email is about one to two weeks after a product purchase. Ask your customer if they are satisfied with your product or service, and offer them any additional support they may need. This is an opportunity for your customer service department to out-shine your competitors.

When you send emails, you also want to consider back-end sales. That is, presenting another sales opportunity for a different product. As we both know, it is easier to sell to an existing customer than trying to get a new one. Since you have already paid the price to acquire this customer, make them offers for other products that they can't refuse. Be sure not to overdo it though. Time your emails and offers properly and you can get up to a 50% response rate from your existing customers.

So keep in contact with your customers and prospects. Use auto responders (go to <http://www.aweber.com/?101433> for more info) to manage your email replies in a timely manner, and to ensure follow-up is completed. This way you can send one set of emails to customers and another

to prospects.

In our next issue we will talk about why you want to send out "Dear John" letters!

About the Author

Kenneth Carr is the author of "Marketing Today - Results Tomorrow"
He has over 19 years of marketing and IT experience & has helped
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