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Understanding the Nature of the Beast!

By Wild Bill Montgomery

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Though they "usually" are not beasts' understanding the human nature of the Customer is an essential part of marketing your product. If you want to be successful in marketing, whether online or off, you have to know what people want and why people buy.

By following this simple rule, you can develop a whole new sales strategy and increase your sales. In some cases this can actually save you from the deep dark pit of the failed business. If you want to make it in the real business world you better know these 10 important keys of the "Customer Nature".

1) Why are most of us here? That's right, we're here to make money on the internet. PEOPLE WANT TO MAKE MONEY! Does your product offer them a way to make their money back?

2) WE HAVE THE LOWEST PRICE OR YOU MONEY BACK! How many time have you seen this? A million, two million? You know why? Because it works. People want to get or should I say "want to think that they're getting" the lowest price on the market. One of the best approaches to this is the "110%" Philosophy. Offer you customer a refund plus 10% if they find it cheaper. You will find (especially if it has to be shipped back, or if it's less than \$50.00) that for the small amount you lose on returns, you make much more on the idea that you are the rock bottom price. Most often, after the customer has bought your product they won't want to go to the bother if they do find a lower price. If you use this approach keep pricing at it's lowest possible market level.

3) Vanity, I would say this is probably the more common traits of a customer. THEY WANT TO LOOK GOOD! In business, at home, out on the town or

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in the mirror. If it make your customer look better in appearance or image, you have gained more selling points.

4) IT'S GOT TO BE THE LATEST! Oh yes, the "Keeping up with the Jones" Syndrome. Utilized and presented in the proper light, this can be a very powerful selling tool. More today than ever do you see the urban competition of having the best in the neighborhood.

5) In todays "microwave world" of technology, if it MAKES LIFE EASIER or MAKES THE TASK AT HAND GO FASTER most customers are interested to at least find out what you have to offer.

6) HOW CAN YOU SAVE ME MONEY TOMORROW! Yes, that's what your customers are asking themselves. Beyond just the price, how can this product save me money. Whether directly or indirectly show them how you are going to save them bucks down the road! If your product is going to save them money in an indirect manner, take their hand lead them down the path. Show them how you will save them money in the long run.

7) What else can it do? If you really want the sell some of those holdouts, offer them a versatile product with MULTIPLE USES OR BENEFITS! Just like the swiss knife, it has to be Multi-Functional.

8) Would you buy it if you knew it was junk? PEOPLE WANT QUALITY! The easiest way to put your business in the crapper is to sell a worthless or problematic product. Remeber that old saying, Quality is Number One!

9) People have problems. Health, wealth or appearance, everyone has a problem. CAN YOU SOLVE THEIR PROBLEM? Be a Problem Solver!

10) Does it come with a guarantee? Yes! If you want to sell your product, YOU BETTER HAVE A GUARANTEE! Never before has the public been so akeen to the presence of the "fly by night" businesses who are here one day and gone the next. People want to know that if something happens they can get support.

Before I let you go, I would just like to say, there is nothing more important when designing a sales strategy than knowing and understanding your quarry. Know their needs and wants. Know what motivates them to buy. To covince them you must first understand how they think and what they're looking for in your product. That's why I call it "Understanding the Nature of the Beast".

Beauty And The Beast Tickets – A Timeless Classic Continues

By Jay Nault

Beauty and the Beast tickets have been available on Broadway since 1994, and as of this writing the production is one of the longest-running plays in history. The show has remained a big attraction for several reasons, including the fact that the production itself is renowned for its quality. However, the story itself is also a romantic and timeless classic, and thespians of all ages have enjoyed the drama as it has unfolded before them.

About the Story

The story begins when an unattractive old woman wanders into a prince's castle looking for shelter. The prince is not friendly, and refuses the woman's request, mostly because she is ugly. It turns out that she is an enchantress, and she places a spell on the prince by turning him into a horrible beast. She gives the beast a rose, and explains that he must learn to love someone and accept her love in return before the last petal falls off the rose or he will remain a beast forever.

The prince is furious, and his encounter with a local villager who is lost displays his bitterness. Maurice, an inventor, is on a journey to promote his latest product, but he gets lost and is chased by wolves on his way, and finds his way into the castle. The beast is angry at the intrusion and keeps him as a prisoner.

Meanwhile, Belle, the "Beauty" of the story, is worried that her father is in trouble and sets out to look for him. At the same time, she is avoiding a marriage proposal from a local tavern owner. Belle eventually finds her father and convinces the beast to keep her as his prisoner if he sets her father free. The beast agrees to this offer, and Maurice returns to his village.

Over time, Belle and the beast become attached, and love is ultimately in the air. Belle sees that her father has encountered trouble back in the village through the beast's magic mirror, and the beast allows her to leave to help him.

The plot starts to become quite intense at this point, and just in case you haven't seen how this classic story unfolds, we're not going to spoil it for you. Instead, you should secure Beauty and the Beast tickets for yourself, as you'll never forget the themes of love, acceptance and fantasy that are on display with every performance.

Beauty and the Beast will remain a classic as long as there is a stage to tell the story, and it was nominated for nine Tony Awards the year it was released. If you want to treat your family to a night filled with memories, Beauty and the Beast tickets will accomplish just that.

Written by Jay Nault, sponsored by

. StubHub sells Beauty and the Beast

tickets:

sports tickets, concert tickets, theater tickets and more to

just about any event in the world.

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