

Take a Minute

Your Marketing Tip



The Problem & Solution Isn't What You Think.

One of the biggest challenges of being a business builder is that what often seems like common sense...isn't. For example, a common response to not having enough clients is to look for how you can improve your offerings. We assume that if people aren't beating a path to our door, the problem must be us...not offering enough services, missing something in our offerings, etc.

When it is actually NOT the usual reason. This is not what we need to focus on. It's on how we are selling our services. You see, we tend to focus on what is more comfortable for us, not on those few things we are uncomfortable doing. And sales is not comfortable for a lot of business builders. But, the way you sell your business can make all the difference, so you need to get help to determine how to sell your business. Then, it will come into your comfort zone.

What about the solution of selling your business? It most probably isn't what you think. Used to be that traditional marketing was focused on the 'masses', one size fits all.

Today, we are exposed to sales, day after day, for our entire lives. So, we generally ignore all of those sales pitches, because it isn't focused to US...as individuals. Today, we all are most comfortable doing business with people we know, like and trust. Business is all about relationships, so that must be your focus. Define/identify/describe your ideal customer. Find out where they 'hang out', find out what they buy, discover how they find out about their purchase choices.



And focus your sales on what you discover. And aim it to each and every one of your ideal customers. Make each of them feel special, make them feel as if you are reaching out to them because you want to help them.

We all receive messages as an individual. We always have. But, today, that is the only way we want to receive messages. And that is sales that works. So, the old common sense way of selling is gone. Change the way you reach out, and you will indeed reach them. Each and every one of them.

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