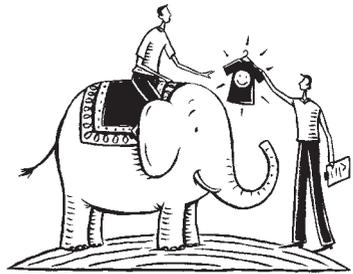


“When we think sell, we are in our heads.
When we focus on buy, we are in the buyer’s
head – that’s where the action takes place.”

Kerry Randall, marketing consultant and author



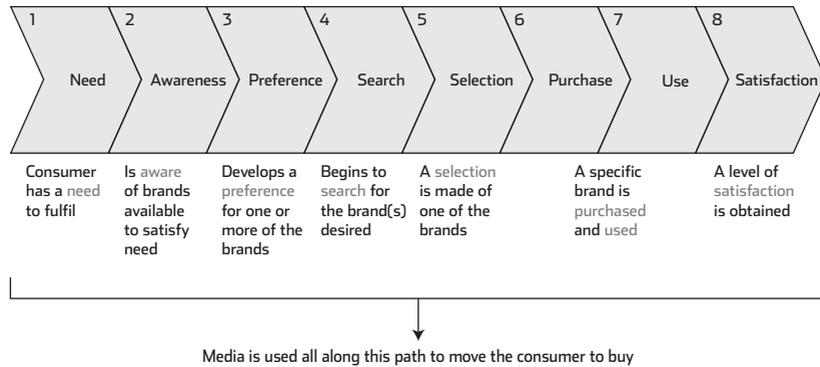
Turning browsers into buyers

Stop selling

The best way to get people to buy from you is to stop selling. How much easier is it to sell to someone who has been referred to you and wants to buy from you? You know from your own experience that when you want a CD or a pair of shoes, you just want to buy it. Anyone vaguely connected to the store where you are making the purchase will do as a sales person. Why?

- When you are selling the buyer is in control
- When someone wants to buy the seller is in control
- The role of marketing is to create a need for the buyer.

The consumer buying path



Source: Business Performance International and Bill Lang International

In the previous chapter, we discussed this diagram and identified methods of finding the right customer (steps 1–4). Now we will discuss steps 5 and 6.

Why people buy

Let's discuss the decision-making process.

People generally use their emotional right brain and their rational left brain when making decisions, but vary in which they use first or more often. As a rule, people also like to avoid pain. Various worldwide research suggests, more often than not, people buy emotionally and explain rationally. This applies to wants versus needs. In the previous chapter, we talked about a customer whose hot water service had expired. In that case: wants = hot shower, and needs = hot water service.

In his book *Welcome to the Creative Age*, Mark Earls talks about his involvement in some research for a leading women's shoe retailer which was trying to re-ignite its brand. Initial feedback from focus groups indicated the number one reason women said they bought shoes was because the others had worn out. That was the rational reason. Further questioning revealed the emotional reasons: because I had nothing to wear; because it

was a special occasion; he had seen all my other shoes; I had just bought this great new skirt and none of my shoes went with it. You get the picture. People are overwhelmed today with statistics, figures and rules: don't do that, don't eat that, have more of this, try a little of that. We have learned to filter our information according to our needs and wants.

Emotional rescue

So the important message is: when you are marketing, don't try to squeeze into the rational side first. Emotional engagement is what people are usually seeking. Have a personality they can respond to. Sell the emotional connection first and then provide rational reasons for the purchase.

Why people don't buy

Some of the reasons why people may not buy from you:

- **No trust** – you have not established trust with the buyer
- **No need** – they see no need for your product at this time
- **No help** – they cannot see how you can help them
- **No hurry** – they may like the solution you have but don't need it now
- **No money** – they don't have the money. This reason is last, as the availability of finance and the level of credit card debt in this country suggests when the want is strong enough, most people are able to find the money.

How do you establish trust?

Trust, or a lack thereof, is often considered the number one impediment to people buying. So how do your brand, your business and your staff establish trust with your customers? Businessman Bill Lang has developed what he calls 'The 4 Cs of establishing trust':

Character – what does your brand stand for? Your values? Your ethics?

Commonality – do you appeal to the target market? Do they want to associate with you?

Credibility – is yours a credible brand? Do you know your market and your products?

Competence – are you competent? Do you have a reputation for product quality?

If you can answer yes to the above, people are likely to feel confident purchasing your products and services. These four Cs apply to your staff as well as your brand. Following are some examples of words that might be used in your communications to help create trust:

Deserve	Save	Proud
Understand	Proven	Love
Health	Easy	Vital
Results	Value	Safety
Guarantee	Trust	Truth

And some example of words to avoid:

Deal	Lose	Hard
Pay	Obligation	Liabile
Loss	Try	Worry
Fail	Liability	Sell
Contract	Sign	Difficult

Browsers versus buyers

When designing an advertisement, it is vital you understand the buying cycle as outlined in the previous diagram. You should also know which stage in the buying cycle you are targeting with your advertisement.

For example, an advertisement in the Yellow™ directory should appeal to buyers. People who go to Yellow™ are looking to buy a specific product or service to suit a need; they are not reading the directory or searching online for fun on a Sunday morning (more on this in chapter 14).

In contrast, an advertisement in a newspaper should appeal to browsers. People who read the newspaper might be doing so for news, leisure or information about a funeral, so you need to stand out and convince them of a need to have your product or service.

Turning browsers into buyers

1. Develop rapport – the three essentials for developing rapport are:

- They like you
- They trust you
- They respect you

A technique used for building rapport with strangers or new potential customers is the FORM technique. You ask questions about one or more of the FORM topics:

F = Family
O = Occupation
R = Recreation
M = Money

If you can't build rapport with someone with the FORM technique, you are probably talking to a brick wall! Rapport helps develop trust, but can also help determine whether someone is a potential customer.

Some further tips to help develop rapport:

- Address your customers' goals and think from their perspective and need. (Be more concerned about them than yourself)
- Have tremendous empathy. Be more interested in them than anyone has ever been
- Have a sense of humour
- Be a great listener
- Match and mirror your potential customer's voice and body language. The sub-conscious will make the connection that you are 'like them.' (If the person talks fast – talk fast. If they talk slow – talk slow).

2. Establish need

Everything starts with the potential customer. You need to understand what they want. You have to put yourself in their shoes because sometimes they don't even know what they need! Asking questions is the best way to do this.

3. Build value

Once you know your potential customer's needs, you should give a little information about yourself, your company and your product:

- What is your reputation in the marketplace?
- Why is your product or service valuable to the potential customer?
- Tell them something they don't know about the market. This will make you valuable and credible to your potential customers!
- You should also tell them about the 'value' of being involved with your company – the reasons why they should deal with you.

To build value in the potential customer's eyes, you should stress the quality of the product or service you offer. Give a formal education...not a presentation. Presentation generally means you will try to sell to them. Education means they will learn something of value.

4. Build desire

You create desire with a mixture of problems and solutions. Remind the potential customer of their problems and show them how you can solve them. Create the pain and supply the pleasure! If your potential customer is comfortable with their current situation, they are not motivated to change. You can try to make them feel uncomfortable with their current product or situation to create the desire for your product.

Motivating potential customers with problems

People will move faster to solve a problem than they will to gain a previously unrealised benefit. Few people are interested in seeing their dentist in order to prevent tooth decay, but as soon as they have the pain of a diseased tooth ...snap! They are off to see the dentist to get rid of the pain.

Motivating with benefits

People try to avoid problems or discomfort by finding solutions and pleasure. Features tell, but benefits sell. Don't tell them what it is, but what it will do for them and why they should have it. The better you are at painting elaborate pictures of their wonderful future (with your product or service), the more desire you will evoke. Have a contest to see which staff member can create the most desire, using problems and solutions as the motivators.

5. Overcome objections

The toughest objections to overcome are those that are unknown! To avoid objections, you must thoroughly qualify while establishing need. The key is to ask questions, questions and more questions. The more questions you can answer, the closer you are to a sale.

- Ask what they think
- Do they agree?
- Ask if there is anything that will stop them from doing business with you.

If you have done a good job so far...Rapport – Need – Value – Desire... you shouldn't have too much trouble overcoming objections. Objections are good. Objections mean you are well on your way to a sale, as the customer is telling you what is holding them back. The key is to listen.

6. Close the sale

Don't lose sight here – the sale can still be lost if you don't give the customer the right level of attention and understanding. This is your opportunity to reaffirm their decision and make them feel like they have had a good time...this is a great opportunity to give them reason to return.

- Re-affirm need established in the qualifying questions, use hot buttons and close with their words
- Use true and positive assumptive statements like...“When you get home this product is going to solve that problem you mentioned before...” “Of course you want to...” “When you get started using it, you will. . .” “Do you want the standard model or the deluxe?”

- Use closing phrases like... “Should we send the bill to you?” “Would you prefer to pay with cash or credit?”

Guarantees

Why use a guarantee? Humans are naturally programmed to do two things:

- Avoid pain
- Gain pleasure.

Every time a customer is in your business, they are surrounded by products and services that could bring them pleasure. The reason they don't buy everything in sight is because there is some perceived pain in the buying process. Often this perceived pain is more than just the money. They are happy if the money is worth the benefit. In order for someone to make a decision to buy, the perceived pleasure must be greater than the perceived pain.

A great way to change the perception of your products and services is by offering a strong guarantee that reduces or addresses the risk perceived by the customer (i.e. a large part of the perceived pain).

Here are just some of the things customers could be thinking about at a subconscious level:

- If this product does not work, I will have wasted my hard earned money
- If this person does not deliver what they promised, I am going to look like a fool
- If I get sold a bad product, I will feel cheated and gullible
- If this does not turn out the way I planned, I'll have wasted my time and risked my ego.

These are all very real risks in the minds of customers. The customer needs to know, at the moment of purchase, that risks have been weighed and addressed.

There are four steps to designing a guarantee.

1. Make it very specific
2. Make it better than money back
3. Make it unique
4. Make it relevant.

When designing a guarantee, you should not design one that puts the company at risk legally. You should consult your lawyer to check what your legal obligations are with respect to your proposed guarantee. Put yourself in your clients' shoes. Consider first what you do when you have a faulty product or service. What are your obligations according to law? What is the minimum action you would take, without a second thought, to rectify the situation? Obviously, you will also need to be comfortable you are able to satisfy and meet the relevant guarantee you are making.

Then consider what you do as a matter of course in your everyday business that your customer does not realise, or simply takes for granted.

For example, you are a manufacturer and your average turn-around time for production is two days compared with the industry average of six days. If you can consistently make this timeframe you might guarantee to: “Deliver in five days or it is free.”

Here are just some of the places your guarantee might appear:

- On your letterhead
- On your business cards
- On your fax header
- On all outgoing correspondence
- On your website
- On the counter
- Behind the counter
- On every desk
- On your receipts
- In any advertising

A powerful by-product of implementing a strong guarantee is what it will do to your business' performance. As soon as staff associate risk with non-performance, it is amazing to see what lengths they will go to please.

The most common fear business owners have of offering a strong guarantee is basically ‘being ripped-off’ by the general public. For example, they might worry people will buy the product and use it for their immediate need then return it for a full refund under the guarantee offer when really they have just grown tired of it or no longer require the product or service. The reality is, the percentage of people out there who will rip you off is likely to be negligible when compared to the extra business you may generate. Provided you are comfortable you are able to meet the guarantee you are making this should not cause you concern.

Don't call me

Legislation to establish a national Do Not Call register in Australia was passed by Federal Parliament on 30 June 2006 and came into effect in May 2007.

The Do Not Call Register was established in response to growing community concern about the receipt of unwanted telemarketing calls. Receiving unwanted telemarketing calls can cause inconvenience to consumers, who can find such calls very intrusive, and feel they impact on their personal privacy. The Australian Government views the register as being a very important way of addressing these concerns.

On 3 May 2007, the Minister for Information Technology and the Arts, Senator Helen Coonan, launched the Do Not Call Register. In its first 12 months more than 2.3 million people had registered their phone numbers not to receive unsolicited telemarketing calls.