



The Most Important Thing you will ever do

Let's be brutally honest... if you can't write down your value proposition in a sentence, right now, then how on earth will you ever convince potential clients to buy from you? If prospects don't understand your value, why should they bother with you!

Now is the time to maximise every advantage you have so not being clear about what you offer may be a reason why sales have become hard to come by. Potential customers don't know what they're getting?

To gain sales through online advertising, your value proposition must be the first statement you make on your website. Customers and the search engines have to understand what you're about; your relevancy to them; and what they can expect to receive in an easy, unambiguous way. Makes sense doesn't it!

It's about managing their expectations, from their perspective!

As we all know, customers buy from people they like and trust. A strong personal bond has to be formed before a deal can be reached and hopefully they'll come back for more. Every interaction is an experience for them so always work on a personal not organisational level. Don't try the hard sell and don't force them to dance to your tune.

Here is an interesting extract from a Harvard review:

"Profit and gain are created by customer loyalty. Loyalty by customer satisfaction. Satisfaction by the value of services you provide. Value is created by satisfied, loyal and productive employees"

i.e until you train, stimulate, communicate with, and reward your employees, then customers may not develop into loyal profit generators you want them to. Your customers are your life blood so understand them; their wants and timings; and focus your energies on reinforcing your value proposition, using your employees to drive this.

So what is your value proposition? "Why should they buy from you and no-one else?" If all you can manage is "we offer better service and quality" then pack it in now.

Be creative. Work on it. Get it right and reflect it in your website content, advertising and at every touch point with the customer because it's the most important piece of marketing you'll ever do.

If you need help to find and promote your value proposition, call 01925 262 800 or email:

gerryw@flyingveemgt.co.uk

Be prepared. Be persuasive. Make it happen.