



EVERYBODY HAS A USP

This month's article has a slightly different theme than usual... You! Everyone has a unique selling point (USP) you may not be immediately aware of it but nevertheless read this article by Blue Moon Communications, as it may just provide the motivation you need to do the things you want to do... only better!

Did you know that 80% of all sales are made by people who buy from someone that they trust and like instead of availing of an offer that may be better value for money?

The reality is that people buy from people they like! This means that your personality becomes your USP (Unique Selling Point)
A sales tool that no-one else can take advantage of except you.

So create a sales persona that people want to engage with.

Keep your promises

When you make a promise to a client always keep your word.
When a client knows that you are honest and trust-worthy they will feel comfortable giving you their business and they will be very happy to recommend you to other prospects.

Treat them well

Clients like to know that you value them and their business so when the opportunity arises, try to find ways to offer them special rates or incentives that weren't part of the original deal.

Be Available

When a client has a problem or a query it's important that they know that you will either be available to speak to them immediately or that you will get back to them within a specified period of time.
It's hard to rely on someone if he or she is difficult to get hold of.

Develop empathy with your clients

If you understand what a client wants from their job (and their life) then you can become the person who helps them to achieve their goals. Genuine empathy with a client will help you to build a strong and lasting relationship, which will prove beneficial to your client's happiness and to your sales figures.

Be consistent

A client will feel more comfortable doing business with you if they know that you are always consistent.

Keep in touch

Get into the habit of calling your clients just to say hello rather than just when you want to sell them something.

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