

The Handbook for Business, the Bible

Improving sales by listening to customers

It's not rocket science - business is about selling and buying!

Sellers display their wares hoping to attract & sell as much as they can to buyers.

Buyers purchase products & services to solve problems and to reduce their worry list.

And note this, buyers seek clarity, certainty & simplicity in their search for solutions.

A lot of business owners struggle to understand this; they assume people want lots of information about the business, products, team, etc & a discount. Then wonder why customers don't respond as expected.

If this is happening to you, here's a way to fix the problem:

Consider three questions on the minds of customers that they probably won't ask, but you still need to be able to answer. Maybe, get your team together and brainstorm these...

1. **Why** should I choose to buy from you instead of the next bloke (friendly service, quality products & competitive prices won't work, everyone would say that)
2. **What** can you do for customers that no one else does?
3. **What** can you do better than everyone else that your customers could buy from?

Customer-focused answers will give you a critical point-of-difference in the marketplace...and a powerful marketing message to attract buyers.

Without such a message, you are just another seller competing mainly on price, hoping people buy from you now and in future.

My counsel for business owners:

It's imperative you listen to the people you're trying to sell to and speak in a language that addresses their problem and provides a solution.

* Any other approach means you're not listening and your message will be confusing.

HANDBOOK COUNSEL for today: Proverbs 18:13 – Expanded Bible...

"Anyone who answers without listening is foolish and confused"

Other Bible verses:

Proverbs 18:17, *"The first person to speak always seems right until someone comes and asks the right questions"* Easy-to Read Version

Proverbs 18:15, *"An understanding mind gains knowledge; the ear of the wise seeks knowledge"* Common English Bible

Proverbs 18:13, *"What a shame; yes, how stupid, to decide before knowing the facts!"*