



BMG NZ – Sales & Marketing Tip 14

Selling a Service

We shouldn't only focus on what our clients need or want, but also focus on what they truly "love". This way we'll make a difference and undoubtedly win their repeat business.

So, let's find ways to improve our service. Think about a time when a salesperson has made a real hash of "selling"

- * Did you make a purchase?
- * Did you refer your friends to that business?
- * Most importantly, did you tell them they didn't impress you?

The answer to all these questions will probably be "No, of course not, they don't deserve to know".

So what do you do to improve your service and make your clients truly "love" what you are selling? Simple... you ASK them. Now this is a very brave thing to do because guess what might happen? That's right, someone might tell you something THAT YOU DON'T WANT TO HEAR... They might just criticise your service and we don't want to hear that, right?

WRONG... Criticism is like gold to your business. It's a chance to improve and help your clients to "love your service"

We'll cover more next month on asking your clients about your service. However in the meantime BMG can ensure your web site focusses on asking your clients the right questions.

This tip was brought to you by BMG NZ.