



If you want your customers to Buy from You, Talk about Them

By Susan Young, President, AimFire Marketing

People love to talk about themselves. That's why your natural instinct when writing your website copy, advertisement or direct mail letter is to talk about how your product or service is so wonderful. Even in sales calls and presentations, people make this mistake.

How many sales materials have you received that focus on your needs? Aren't most marketing pieces filled with product or service features, specifications and information about the company offering these products or services?

If you want to influence your customers and prospects, you have to think like them — and speak to their needs, desires and pain points, because in this case, it's all about them. You may make or deliver the most wonderful, best-selling, affordable product or service, but your customer holds the purse strings.

5 Steps to Influencing your Customers

Follow these guidelines when creating your marketing materials, giving a sales presentation or even when networking:

1. **Address their pain.** People don't invest in something unless it will alleviate a problem or improve their situation. Determine what pain point you can address with your targeted audience and use this in your marketing copy.
2. **Touch their emotions.** Entertain! Use this opportunity to make your customer feel good about you and how they will feel after using your product or service. A compelling story from one of your best customers may do the trick here.
3. **Sell your benefits as they relate to #1 and #2.** Rather than simply listing your product features, state the benefits of your particular offering. This is a more persuasive way to let them know how you are solving their problem or making their life easier.
4. **Quantify if possible.** Help your customers visualize dollars saved or improved efficiency from utilizing your product or service to speak to their reasoning. If for some reason you can't quantify in numbers, talk about your intangible or priceless results.
5. **Give them a reason to buy.** Whether it is a special discount, limited quantity offer or details about how you outperform your competition in studies, the goal of your marketing is to get the customer to act. For their convenience, always offer them multiple ways to contacting you — by phone, fax, email and Web.

Remember your prospect's favorite person. Keep your customers needs in mind when creating your marketing campaigns and you will be more likely to get the sale.

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