

CHAPTER 3

GETTING CUSTOMERS TO KNOW YOU—AND LIKE YOU!

“Stop the habit of wishful thinking and start the habit of thoughtful wishes.”
~ Mary Martin



FACT: People like nice people.

Think about your own friends. Why do you enjoy being with them? It is probably because you perceive them as being nice and you trust them. A complementary relationship is one where the experience is positive and mutual. Whether it's personal or business, your goal is to create complementary relationships where you know your customers and they know you.

There are many ways to do this professionally that help you stand out from your competition. If there are a lot of companies who provide a similar product or service in your area, what can you do to position yourself as an expert and be different or unique?

RULE #1: You must stand out in ways that give you credibility and showcase your expertise or uniqueness. (Continuous tips throughout the book.)

RULE #2: Women shop high-end retailers like Nordstrom for two reasons: quality of product and the service they receive. If you are a high service or product provider, you will encounter cheaper competition; however, people will always be willing to pay more for a better value and great service. (Understand gender differences.)

RULE #3: When looking for a contractor to lay a hardwood or new tile floor in the home, for example, most people ask a friend or neighbor for a referral. A word-of-mouth referral is much more valuable than generic advertising. That's because someone's direct, positive experience is worth its weight in gold. Clients tell us that's where the majority (90 percent or more) of “new business” comes from.

Your Goal: Become the person who gets referrals from the customers you already have. (See Repeat & Referral examples in Chapter 4 and Success Story examples, Chapters 24-25.)

RULE #4: In all my sixteen years in television news marketing, viewers on the street most often asked if the news people they watched were really as “nice” as they appeared. It seems that, psychologically, being nice translates to being someone people can trust. Call it basic human nature to prefer to give our time or money for a product or service to someone we like. It's true for all of us.

Getting Customers Preview

Purchase the entire book to read more from Chapter 3