

Successful Recession Selling 7 Ways Customers are Different Today

We have come from a time of unprecedented spending and prosperity into and partly out of an economic crisis. You must know what your customers are thinking and how their minds are functioning now if you want to prosper in this climate.

Just knowing who your ideal client is, is no longer enough. You must match their mindset. I hope by now you have a complete and detailed profile of who you can best serve with your product or service. If not, that is certainly the first step to take for you.

1. **Customers are surprised by Good Service.** This is a sad comment on the state of business, and one that I believe will be forced to change. When dollars become less readily available, they will gravitate to those who provide true customer service before and after a sale. Clients want a relationship with their providers but have been trained not to expect good service. You will stand out when you *deliver great service, consistently*.
2. **Your Customers are more informed than ever.** If you do not know what and who your competition is, ask your best customer. Odds are they can tell you. (Odds are also that they will be surprised that you don't know already. So *do your homework* if you do not want to lose credibility in their minds.)
3. **Your Customers today want and need flexibility from you:** payment options, delivery options, package options, hours of operation, variety of services offered, programs and products that fulfill more than one need. As the market changes, so must you – or risk being left behind. What are the most important considerations for your customer when they decided to purchase

your product? *The key to growth in these times is to fulfill not just the first consideration, but the ones below it.*

4. **Your Customers are more mobile than ever.** As retail outlets are closed and consolidated, customers are more willing to travel to get what they want, provided the benefits are there when they arrive. Also, your Customers may be forced to move as employment opportunities change. It becomes more important to *cultivate referrals* as your customer base could be eroded by shifting populations.
5. **Your Customers have less time than ever.** They want products and services that are intuitive to use, or come with a few simple, short instructions. Time is precious. If it takes a booklet of instructions to produce good results for your clients, *consider making the set-up or training as a part of your service.* If the client cannot or will not take the time to read and follow instructions, the results will not be satisfactory and you will have lost a potential repeat sale.
6. **Your customers are alert for and are less trusting of 'Pushy Salesmen'** than ever before. They feel disrespected when manipulative tactics are used. If you do not establish a relationship with your prospective client before attempting to close them, you are doing a disservice to all parties involved. If you have taken the time to follow the sales process, manipulation is not needed. *Gain their trust before the close.*
7. **Your Customers may be afraid and confused about the making right decision.** We are in a time where risk and fear are blaring from the news media. Too much information can overwhelm a client into paralysis. If your product comes with guarantees, warranties, credentials, seals of approval, testimonials, etc. be sure to mention them to *mitigate the fear and risk of making a wrong decision.*

Even though we live in the Information Age, our customers, especially right now, are making a lot of emotionally based decisions. Put

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yourself in their shoes; answer their concerns; and you will put yourself and your business ahead of the competition.

Remember the definition of business – at least according to the rules of Peaceful Selling is: Finding and uncovering a problem that you can solve for a person who is motivated to solve it.

No problem = no business! There are more opportunities (problems, if you will) out there now than ever before.

Find them; Solve them; and Thrive!

And most of all, I hope you will enjoy the process!!

Sincerely,

Beth