

Smart MARKETING #1



Smart Marketing # 1

Simple (yet highly effective) strategies that work well to boost sales ...

How To Make Easy Sales With The Buyers Pyramid:

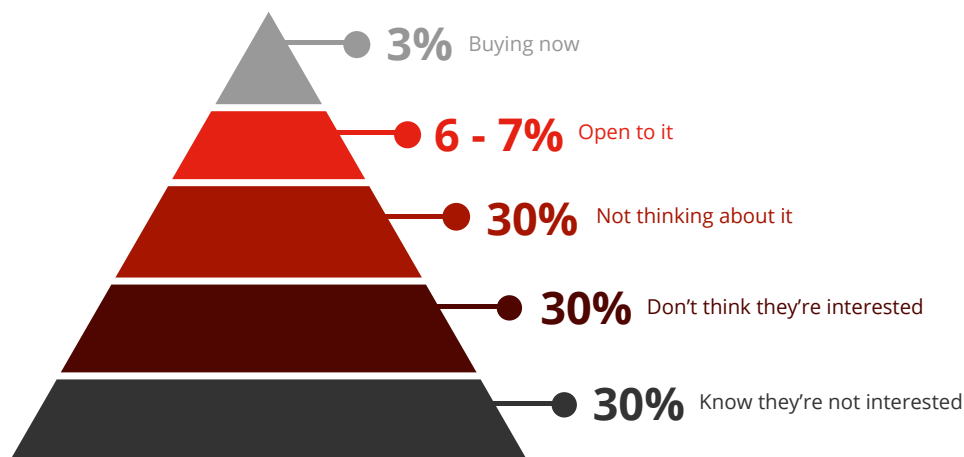
This is a very simple concept to improve your sales results fast.

It's called 'The Buyers Pyramid' and was created by the late Chet Holmes, best-selling author of the helpful book 'The Ultimate Selling Machine'.

for a show of hands if people were "in the market" for such things as tyres, cars, home renovating, carpeting, technology, etc. What he found, was that only 3% of any market is in the "buying mode" right now.

What does this mean for your business?

It's very simple. Most businesses focus their marketing on the 3% of people who are in buying mode right now. And they ignore totally everyone else.



The Buyers Pyramid divides people into five categories based on their buying habits.

- 1: Those that are interested in buying "right now". This is around 3%
- 2: Those that are "open to considering such a purchase". This is around 6-7%
- 3: The amount who are interested, but are NOT thinking about buying at this time. This is around 30%
- 4: Those who don't "believe" they are interested (based on the info they have at hand.) This is around 30%.
- 5: Those who are definitely NOT interested. This is also around 30%.

Chet Holmes polled audiences by the thousands during his live events. He asked

In other words they do nothing to move any other potential buyers closer to choosing their business when the time is right... which could be very soon. After all, you never know when a potential client may make a decision to buy.

The goal here is to move any potential buyers towards choosing your solution sooner and to be sure that whenever the time comes, they think of your company first.

So how do you do this?

There are two simple steps.

Step One:



Use a simple lead magnet to attract potential clients to your business. Imagine you own a business that sells tyres. Typically, tyre companies will use a marketing strategy that is price driven to target the 3% of people who are interested in buying tyres right now. However, their competitors are also trying to compete in this space on price.

Imagine if instead of vying for the lowest price, you run a series of marketing messages like this.

Many potential buyers would be compelled to order and read your free report as you have hit on their pain points.

Warning: Do Not Even Consider Buying New Tyres Before Reading Our Free Report, "What You Don't Know About Buying Tyres Can Cost You Money and Threaten the Safety of Your Family".

They want their family to be safe on the road, so automatically you have drawn their interest.

This report would include information that gets people to consider buying new tyres even before they think they need to. That is because you have educated them on the fact that even when not fully worn, their tyres may no longer be safe, or may be costing them fuel efficiency.

This can help you move those people from 'not buying right now', or 'not even thinking about it', to becoming your client or customer a lot faster. A nice side benefit of providing helpful information like this is that you have now also positioned your business as being an expert in your field.

Step Two:



Now you have an audience of qualified, interested buyers for your business. All you need to do is to use added value marketing with these people. That means you make contact with them at least once a month in a way that adds value.

One simple strategy that you could use is an electronic newsletter packed with value. Send this out at least once a month and include helpful information that potential buyers would find useful. By doing this you remain 'top of mind' with these buyers at least once a month. That makes it very easy for many of these buyers to choose your business to spend money with when the time is right to buy.



Summary:

If you want to make easy sales it helps to have an audience of people who trust your business and think you are very good at what you do. So make sure you don't just target the 3% of active buyers in your marketing. Instead use a helpful information based approach where you attract a much larger group of potential buyers to communicate with.

Action:

If you are interested in using this tactic, but aren't sure how to make it work for your business, why not borrow my marketing brain. **Book a free 30 minute strategy call** and we can plan out your marketing for the next 12 months.

<http://bit.ly/MeetWithLara>

Who Am I?



I am Lara McCormick from Big Rock Communications New Zealand and I am a Marketing Professional. I have spent my whole career perfecting the art of generating sales simply by using effective client communication.

E laram@bigrockcomms.co.nz

W www.bigrockcomms.co.nz

0800 55 55 77

With the compliments of Big Rock Communications

Let's take a look at your work day and classify your existing tasks into a grid...

URGENT

NOT URGENT

IMPORTANT

1

*EXAMPLES: Client Phone Calls
Customer Emails*

2

Gold Time

The things you can delegate

- 1) Add value to past customers, stay front of mind and position yourself as an expert via a regular newsletter*
- 2) Collecting Testimonials*
- 3) Creating articles that help educate about your products and services*

3

*EXAMPLES: Personal phone calls,
Chatty Colleagues*

4

*Watching commercials on TV,
Complaining about weather*

NOT IMPORTANT

