



Business Builder

Tips & Techniques to Help Your Business Grow

Eliminate Confusion Between You and Your Prospects

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One of the biggest obstacles between you and your prospects is confusion. Your prospects are often confused about what they should do about their problem. They may not be sure about what solutions are available, and which solution would be the best for them.

They are also confused about which companies provide these solutions and which company would provide them with the best solution, best service and best price.

Eliminate the confusion to turn prospects into customers!

You can help to eliminate your prospects' confusion by being one of the few company's that provides free, helpful information about their problem and possible solutions.

Of course, you would also include information about your products and services, too. For example, if you sell cabinet refinishing, instead of just trying to "sell" your prospects, offer to send them free information about how to prepare the cabinet's surface, the different colors and textures available and a step-by-step explanation of what you do. Then, attach information about your company, testimonials from satisfied customers and price sheet of your various services.

Since few businesses go out of their way to help their prospects or customers eliminate their confusion, your business would stand out from the crowd. Don't wait to get started— start putting together several different information packages so you're ready when a prospect responds to your marketing.

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