



Business Builder

Tips & Techniques to Help Your Business Grow

More People Will Buy If You Let Them Try

By Maria Gracia

We all base our selection of service professionals on three basic criteria— we want to buy from people we know, like and trust. We want to know the people or company we do business with. We want to like them and the way they do business. And we must trust that they are honest, ethical, competent and will charge us fairly for their services.

The only way you can determine this is by “trying” their services. Just because they say they’re honest and trustworthy in their ads doesn’t mean a thing. We all know that advertising can often be exaggerated and self-serving. You determine these things based on how they perform and how they treat you.

The approach most ads take is this: “I’m a dentist, doctor, accountant, etc. You can trust me. Call for an appointment— and don’t forget to bring your checkbook.” They all say, “The risk will be entirely on you, not on me.”

People are constantly searching for the services you sell and if you advertise like everyone else, you’re missing the boat. There’s no reason for people to contact you because they don’t 1) know you; 2) like you, or; 3) trust you. If you want to win over these prospects, then do what your competition won’t do— give them the opportunity to “try before they buy.”

“But that will cost me money and how do I know they won’t just take my service and never come back?” Well, I guarantee that if you don’t give them an opportunity to try you, they probably won’t come in the first place. Think about it this way: If you sell a service worth \$100 and people buy it twice a year for 30 years, then by investing \$100 up front, you could be setting yourself up to earn \$5900 over the next three decades. That’s worth your \$100 investment, don’t you think?

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