

# "Build Loyal Customers Who Buy Over and Over...and Tell Their Friends!" - A sure way to Business Growth

As per **Brain Stacy, Leading Business Consultant**, the best way to increase your value as a salesperson is to build your customer base. **nmc QC** follows his tips for a successful business growth. **Promote your business in these right steps. And grow your business everyday.**

## Never Worry About Money Again

What is the purpose of a business? Every time I ask this to participants, the immediate answer that I get back is, "To make a profit." But this answer is wrong.

## The Real Purpose of A Business

The purpose of a business is to create and keep a customer. If a business successfully creates and keeps customers in a cost-effective way, it will make a profit while continuing to survive and thrive.

If, for any reason, a business fails to attract or sustain a sufficient number of customers, however much your immediate profit is, it will experience losses. Too many losses will lead to the demise of the enterprise.

## Why Businesses Fail

According to Dun and Bradstreet, the single, most important reason for the failure of businesses is lack of sales. And, of course, this refers to resale as well as initial sales. So your company's job is to create and keep a customer, and your job is also exactly the same. **Remember, no matter what your official title is, you are a salesperson for yourself and your company. And the best way to increase your value as a salesperson is to build your customer base.**

## Why Businesses Succeed

The two most important words to keep in mind in developing a successful customer base are Positioning and Differentiation.

Positioning refers to the way your customers think and talk about you and your company when you are not there. The position that you hold in the customer's mind determines all of his reactions and interactions with you. Your position determines whether or not your customer buys, whether he buys again and whether he refers others to you. Everything that you do with regard to your customer affects the way your customer thinks about you.

## The Key to Competitive Advantage

Differentiation refers to your ability to separate yourself and your product or service from that of your competitors. And it is the key to building and maintaining a competitive advantage. This is the advantage that you and your company have over your competitors in the same marketplace - the unique and special benefits that no one else can give your customer.

## Select Your Customers Carefully

When you begin to think about acquiring and keeping customers for life, you need to think about the particular types of customers for whom your competitive advantage is so important that they would be poorly served by using anyone else's product. You need to then emphasize again and again that the special features and benefits you offer are so important that they should not even think of going somewhere else. If, for any reason, you fail to do this, you may lose the customer and all the work you've done in building that relationship in the first place.

## **"Build Loyal Customers Who Buy Over and Over...and Tell Their Friends!"**

Do you want to learn how to fill your sales pipeline with repeat business and referrals?

Just think!

If you could get every customer that you sold to come back and buy from you again...and bring a friend...you would eventually have more customers than you could handle.

And that's what I'll teach you to do in this program.

## **A Satisfied Customer is 10x Easier to Sell!**

The cheapest, easiest sale you'll ever make is to someone who's already bought from you.

And, when people have a great buying experience, they usually tell lots of their friends!

## **Keep Them Coming Back For More!**

When in business, customer service is the best way to keep them coming back for more!

Let me teach you how to develop a customer service strategy that will boost customer satisfaction, increase your sales, income and profitability.

## **I bet you're wondering... "How do I create Customers for Life?"**

# **This program is your answer!**

Your ability to build loyal customers will be a crucial part of building a successful business. When people have a great buying experience, they usually tell lots of their friends!

These notes will enforce that you learn how to...

1. Use the most powerful customer-acquisition technique
2. Position yourself for future sales from first contact
3. The vital keys to getting referrals from everyone you know
4. Build customer loyalty with everything you do
5. Practice the Seven Rules for Creating Customers for Life
6. And much more!

Enforce the ideas you get from the notes and you will be on your way to having a loyal customer base that will come to you over and over...and tell their friends too!

## **Satisfaction Guaranteed**

I am 100% confident that you WILL achieve the results you desire when you apply the techniques and strategies we explain in this program.

As a sales person, you know how important it is to have all your customer saying amazing things about you.

Now, with this program, you'll learn a series of low-cost, no-cost ways to get customers to buy from you, buy again, and tell their friends.

Do You Want to Have Loyal Customers Who Buy Over and Over...and Tell Their Friends?

**Once attending this course,**

I want my customers to really be

**"Cheerleaders"**

for my business too, which I am sure that you will be!!