

STEP UP SERIES

Strategies, Tactics, Evaluations, Principles to Upskill & Progress
(The Official Weekly Business Newsletter by **Shanker Viswanath**)

Three Powerful Tactics that Motivate Customers to Buy



Tactic # 1

"Don't Sell, Let Them Buy and Help Them In Doing So"

“Give them what they want”

When someone gets in touch with you, they are already thinking of buying. Don't push further.

- Keep your **focus** on what **customer needs**;
- What **benefits** would **they be** most **interested** in?
- What is the **price range** they can afford?



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Tactic # 2

"Make It an Irresistible Offer."

“ Give Them Great Offers To Decide ”

Buying is a risky business. The question in the buyer's mind is **"Is It Really Worth It?"**

- **Handle all Objections** effectively;
- Give a **Money Back Guarantee**. It alleviates a great amount of concern;
- You may also give them the **"Try Before You Buy Offer"**;
- Also, **Relevant Testimonials** adds to your credibility.



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Tactic # 3

"Make It an Easy Process for them to Buy"

“Simplicity Makes Life So Much Easier”

Customers are busy and tired. They want to buy what they need and step out.

- **Make** the **Buying Process** as **simple** as you can;
- Not everyone prefers the same method, **Give options** in the process;
- Don't forget to **point out quick, fast and easy benefits** of your products or services. Price isn't everything always.

