

They Need A Reason to Buy from You

Greetings Small Business Owner:

As a business owner with a product or service to sell, how do you separate yourself from your competition? Do you realize that it's your responsibility to give your prospects a reason to buy from you versus buying from your competition?

You have to find a way to stand out with a simple idea or position in the mind of your prospective clients.

Win on Low Price? YUK!



If you are in a commodity business, being memorable is especially important. If your prospects can't identify some specific way your firm is unique, they will default to the only thing they can measure---PRICE. Nobody wants to be the lowest cost provider!

You must create a Core Message that allows you to communicate your company's difference or you will never be able to break away from the "pack" and get prospects to choose you.

Yes, it's hard to identify something unique about your company. It can take some creative thinking but keep reading for some great ideas. In the book ***Duct Tape Marketing***, John Jantsch provides great suggestions for figuring out what will make customers want to work with you. Here are some of them:

Try these Ideas

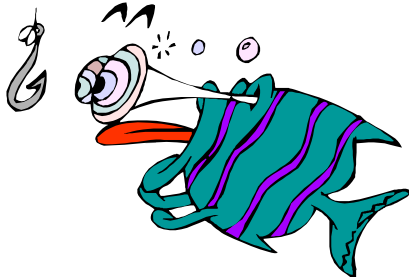
1. **Make a guarantee or promise no one else would dream of. This would make you nervous, you say. Isn't that the point? If you created and communicated a guarantee that nobody in your industry would even consider, you'd then have differentiation and a focus on something beside price! Can you promote a 100% guarantee on some part of your process that would shock people?**



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2. Find a unique habit or offer you can make. Can you find a way to make your product more useful to the customer? Can you find an unusual way to bundle or offer your services? What about a financial planner who has your car detailed for you while you meet for your annual review?!
3. **Ask your clients why they've hired you. What do people say they appreciate about your company? When repeat customers call you back, what do you hear that makes you proud? How can you capitalize on these strengths to the maximum advantage?**
4. Survey what customers HATE and put-up-with-most in your industry. Or is there something that prospects in your market fear that you can overcome? If you are a home improvement company, promote the fact that you own more ShopVacs than any other local remodeler for clean up on job sites.
5. **Specialize in a specific area of your market in which you can become a dominate player. Is there a small area of your industry that you're really good at and could focus on becoming an expert in? What about a home improvement company who decides to just do wine cellars?**

You can be UNIQUE!



It may take some creative thinking to decide how your company is unique. You may be able to come up with something you already do, or maybe you need to make a shift in your business to be able to stand out.

So what's the fish picture doing here? If you made it part of your logo and said "don't get hooked by the wrong contractor. Call Fish Remodeling today", do you think you'd have a better chance of being remembered?!

Once you have discovered your uniqueness, this will become part of the Core Message in all your marketing. It should be incorporated into your tag-line, your elevator-speech, and all your advertising. People will think of you because you stand out from the competition.

If you need some help in finding your Core Message, we can help. Call Alpha Business Coaching to help you **be the leader**.

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