

Courting Customers for Success

Making Waves to Create a Fanatical Following



Turning prospects into loyal, satisfied customers who eagerly repeat business and willingly rave about your products or services to others is a courtship that requires exceptional customer service and creative marketing at every stage.

Stage 1 – Let Them Know You Exist: To create awareness of your products or services, utilize a marketing plan that includes advertisements, press releases, and direct mail to reach a broad audience.

Stage 2 – Get Them Excited: To stimulate interest in your products or services, add marketing materials that present the benefits of what you offer and appeal to your target market on an emotional level. Show them you can provide the solutions they need.

Stage 3 – Reflect Credibility: To build trust in your company and establish credibility, infuse your marketing materials with proof of effectiveness and quality. This can include testimonials, case studies, statistics, credentials, and certifications.

Stage 4 – Facilitate Trial: To get your prospects to try your products or services, offer them an incentive that removes or reduces any perceived risk. A money-back guarantee, a free trial or sample, a product demonstration, or a free consultation can all work effectively.

Stage 5 – Make the Sale: Get your prospects to buy with convenient and easy methods of doing business with you. Use marketing materials that show a dedication to customer service. Order forms, an easy-to-operate web site, a toll-free telephone number, or a convenient location helps convert prospects into paying customers.

Stage 6 – Win Them Over: To ensure satisfaction, your marketing efforts should include methods for follow-up and regular communications. A thank you note, a discount coupon for their next order, and routine emails or postcards will all work to show your genuine interest in their satisfaction and build repeat business.

Stage 7 – Turn Them into Fanatics: To stimulate loyalty, repeat business, bragging and referrals from your satisfied customers, consistently provide the same quality service, always exceed their expectations, and provide them with marketing materials that they can pass along to others.

Referral Rewards

Satisfied customers are your best mode of advertising as they will often tell others about their experience with you. Consumers are more likely to try a product or service referred by a friend than they would after viewing an advertisement. Rewarding your customers for referring your business to others is an excellent way to

motivate and increase word-of-mouth advertising. Your reward incentives can range from monetary gifts and product or service discounts to a donation to your clients' favorite charity. Tell your customers about your referral program and provide them with marketing materials to pass along to others. The added incentive will help you build your list of prospects sooner.