

Customers are taking longer to decide to buy

You may be promoting benefits they care little about! Find out why your customers buy then strategically align your benefits.

Back to customer basics

This is a cautious time. Companies are generally well-advised to hunker down and conserve cash. You too may have adjusted your plans to weather a market that is largely outside of your control.

What are your customers doing?

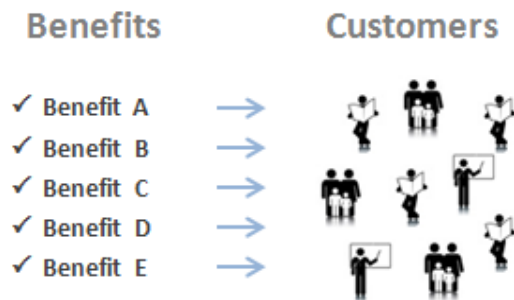
They're doing the same thing: questioning purchases, cutting costs, and watching cash flow.

Do they still need your product or service? Yes, but in this market they are likely struggling to justify purchasing from you now. You need to help them.

Are you compelling in this market?

The reasons people buy are often different than the benefits companies promote. Most products attract customers of different buyer types and each type buys for different reasons.

Many companies promote the same benefits to all buyers:



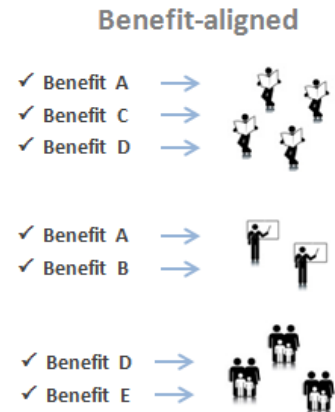
Or worse ..

They promote benefits their customers care little about and ignore or bury the ones they actually base their buy decision on!

Even if you think you know your customers well ..

Buyer behaviour is often very specific and not always rational. You may be surprised to learn what really tips their decision to buy .. or not buy.

First find out what matters most to each of your customer segments. Then create persuasive value propositions targeting just the key benefits important to each segment today.



Finding out what makes your customers buy is the first step

It's an easy step that can produce dramatic results with relatively little work. Yet it's a step that is often challenging to do inhouse.

Favouring simple practices that deliver results quickly, we can give you a value-based perspective on your customers along with a quick start plan you can implement right away.

We bring a fresh, outside perspective. And we have the expertise and experience to lead the project to success within your company.

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