

Marketing: A developmental approach

Building your own business is difficult, but marketing it can be considerably trickier. In order to improve your sales you need to actively promote your product or service, and deal with different kinds of people.

Forming relations with your customers and maintaining them is not easy. Whether you are running small or large business you need to adopt marketing tactics and approaches which are appropriate to your business and audience, whether this is via radio, newspapers, TV, the Internet. You are likely to be exposed to a number of various situations that occur during networking, public speaking, writing, etc. Marketing is as much concerned with developing a relationship of trust with your customers, the following tips may be of use:

Way of approaching

Many times marketing strategies prepared by the company sound perfect but they do not work out effectively. A common pitfall is in the way that we approach and interact with each other. People react more positively to a warm and friendly approach, rather than being too formal, off-hand and strident.

Positive attitude

Adopt a positive attitude while dealing with customers. Your underlying attitude cannot always be effectively masked, if you feel that you cannot do marketing then this will come across. Before greeting customers, it is essential for you to be prepared, display product knowledge and be convinced with what you are offering.

Stick to your word

You must keep any promises made to customers, trust is difficult to build but easy to destroy. Fake promises can put the reputation of your company at stake. Before providing any kind of guarantee, first see if you can deliver. Stick to your words so that you can gain confidence of customers. Try to answer all queries of the customers and make them feel you actually understand their needs.

Positive body language and communications

You should not make cruel comments to customers or undermine them, your reputation (and business) will suffer. Greeting customers with a smile, positive oral and body language can help create a good impression as well as win over the mind of the customer.

Build a healthy relationship

Once the customer starts trusting your words, they will definitely come back. To build a healthy relationship you need to maintain effective customer relations, and ensure that products and services meet the required quality threshold.

Not to lose people

Your main objective must be not to lose contact with prospective customers, even though they may not initially buy anything from you. Always maintain a dialogue with prospects, inform them about any new offerings, product ranges etc.

Provide complete instruction

A little knowledge can be a dangerous thing, ensure that you give complete information to your customers regarding your products or services. Being informative (and comprehensible) can work in your favour. Make your customers feel that they are using safe products or services. Providing incomplete information can break the trust of customers.

All above guidelines can help you to add value and bring faith in your customers to boost sales. Happy Marketing.