



## Checking in with the basics

It's great to hear more and more feedback from so many businesses that are really busy and thriving despite our sluggish economy.

Yes there are challenges around - but lots of opportunities too, especially for small and medium sized businesses.

So, what have the successful businesses got right?

The basics...

### **Know what you're great at**

Focus on what you do best and be the best you can be. Keep learning, keep up to date with current trends and thinking and most of all...concentrate 100% on giving your customers a positive experience.

### **Give your customers what they really want**

Really get to know who buys from you. What problems do they have? What do they want to achieve? This information is critical in order for you to match their needs and make them want to buy from you. Don't guess. If you don't know....ASK!

### **Tell them you have what they really want**

When you know what your customers really want...you need to let them know that you have it. Communication is critical. Imagine having the perfect solution for your customers then keeping it a secret. Avoiding sales and marketing activity is like keeping yourself a secret. Use telephone, email, face to face, social media, post – whatever you need to do to reach wherever they are. Not just one



thing either – a mix of activities will give you the best results.

### **Test and measure**

Check the impact of all your customer interactions. You need to know what isn't working...so you can stop it. Knowing what works means you can do more of it. Know what could work with a tweak here and there – then tweak away to make it more effective.

### **Be flexible**

Keep trying different ways of connecting with your customers to keep them interested. You also need to be flexible to their needs. If you can deliver in a way that suits them even better....do it.

### **Quality, quality, quality**

Hopefully you will already be going that extra mile to keep your customers happy and delivering a quality service or product. Keep checking in with yourself...what could I be doing better? Keep checking in with your customers too...they are the best source of feedback. Most customers won't tell you when they're unhappy...they will just go elsewhere to buy. So make sure you know what will make it better for them...guessing isn't an option.

### **Attitude**

The way you think will impact on the success you have. Half hearted efforts will give you half hearted results.

You know what you want and you know what you need to do to get it. Commit to it and get on with it. It's easy to blame other people or the economy or anything other than yourself but at the end of the day your success is down to you and the **ACTION** you take.

Think about what motivates you and be sure to use these things to keep you in a positive state of mind.

These all fall into the "basic" category – but are worth checking in with. Are you doing all of these?

Until next time.

**Leigh**

**PS; If you haven't already, check out our 4 X  
DVD Programme "The Essential Sales System  
for Small Business"**

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