

Principle 34

Sell, Sell, Sell And Sell Again

*How to get your customers to
buy from you again*

I've already touched on this topic when I told you about back-ending, upselling and the value of persistence in marketing. But this is such an important topic, and such an amazingly easy, yet powerful selling tool, I want to cover it a bit more right now.

It's always a good idea to have a back-end product ready to offer and sell at the time of the first purchase. But if you don't, it's still a good idea to contact 100% of your one-item sold customer back within 5 to 10 days. If you do, you could easily sell something else to 10% to 25% of those people.

It's also a good idea to simply call or write to your customers, say, within a week after they made a purchase from you to ask them if they are satisfied with what they bought from you, and to reassure and educate them that they got a great deal on a great product. Doing so has many benefits, including:

- Reducing 'buyers remorse' and the number of requests for money back if you are offering a guarantee.
- Giving you an opportunity to fix any problems that may have come up. When you take swift action to resolve a customer problem in their favour, you create a satisfied customer who is likely to come back again and again and even recommend a friend to you.
- You make customers more receptive to future offers.
- You build rapport and start solidifying a deeper relationship with your customers.



- You help the customer get more out of products they bought so they will enjoy it more, and maybe use it up faster (if it can be used up), and consequently come back to you sooner to buy again.
- You get the opportunity to offer them something else... More of the same, an upsell or a complementary product or service. Remember every customer contact presents an opportunity – even if it's just to offer support.

But whatever you do, don't stop marketing to your customer base. Make frequent contacts with them, without becoming obnoxious or a certified pest, and not always to make sales... Try to note birthdays, special occasions for them - or you.

By the trust they have shown in buying from you, you have a duty – permission – to stay in close contact. Again, the most valuable asset in a business is the customer database and the proximity of the relationship that the business has to the customer.

Use it or lose it.