

August 18, 2008



Just for Today

in the follow through

Are you an impulse shopper? Oh sure, for those little things like the candy at the check out, or those one or two extra items you didn't know you needed until you saw them at the store. But by and large, would you impulse-shop a house, a car, or any item that is "big ticket" or commitment based? Because if you wouldn't, neither would you client or customer. And yet, It's hard not to feel let down when someone doesn't jump at our awesome offer IMMEDIATELY.

Just for today: *take into account that buyers like to be courted. Go through your customer base and ask yourself: how well do I know this person? And if the answer is: e-mail address and website, pick up the phone, start the dialogue, develop a relationship. That's follow through. Remember, people buy people, not products.*

Angela

©2008 Sutcliffe Consulting. All rights reserved.