

Increasing Sales with Customer Interaction Points

By Justin Hitt

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Documenting and exploring the communications you have with your customers can reveal opportunities for selling and educating them that may not have been apparent previously. It is important to understand the terms that are being used here because they are critical to deriving more sales from each interaction. This will become clearer when we explore the three key elements -- influencers, mediums, and expectations.

Customer interaction points represent any communications you have with your customer at any point in the relationship. These points represent a system of selling and educational opportunities. When we talk about exploiting customer interaction points, we are specifically looking at employing the greatest possible advantage for both the customer and your organization – always seek increasing service and providing win-win situations.

Each customer interaction point gives your organization valuable information that helps tailor your services for the customer while teaching them about ways to receive additional benefit. If you do not utilize this opportunity in every communication, you could be missing useful knowledge and future sales. The three key elements mentioned in the first paragraph will make this statement clearer.

The three elements we are referring to are influencers, mediums, and expectations. You must determine what influences your customer to become involved in the interaction. Describe the categories of communications mediums in which your customer interacts with you. Then face the most important part of serving any customer, their specific expectations -- learn about their wants, needs, and the benefits desired.

At first, this can be a difficult process, but just start by jotting down a simple flow chart with short notes highlighting the three key elements. Once you have a general idea of where you communicate with your customer, seek to deliver more of what the customer expects and look at ways you can help them to solve their problems.

This forward, but generally beneficial approach will increase your sales while providing the customer those things they need.

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Justin Hitt, a management consultant specializing in strategic relations. Helping executive build stronger relationships that increase their profits. Learn more by visiting <http://www.justinhitt.com/>

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