

The Real Reasons Your Customers Buy From You and How to Get Them to Buy More Often!

By Otto Collins

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Here's a great question--do you do things in your small business for your reasons or for your customers' reasons?

If you do things in your business for your reasons, you're in trouble.

Why?

Because your customers buy for their reasons and not yours.

You can be safe to say that your customers and clients don't care anything about you, your business or your needs. All they care about is what is in their selfish self-interest.

I'm not saying that your clients are people who don't care about anyone but themselves. At least on the personal level almost everyone cares about others and wants to treat their fellow man well and wave the flag of friendship and harmony.

But, when it comes to spending their hard earned money all they care about is... "what will your product or service do for them." In other words, how will what you offer improve their lives?

Here's an interesting story that happened recently.

I tried to get our cable company to split our billing into two bills because we have cable service with them for our TV's and we have their high speed internet access cable modem. This was important because we can claim the internet access as a business expense and want to pay for this out of our business account instead of our personal accounts.

To make a long story short, after talking to our cable company for over a half hour, they finally agreed to split the billing into separate accounts. But, there was a "catch" (there's always a catch)—they said if we split the billing they couldn't offer us the multiple product discount and our internet service bill would be \$10 dollars more. As you can imagine, I was exasperated and said "forget it." I decided to keep it all in one bill so we didn't have to pay the extra.

When it comes to marketing never once does my cable provider talk about the fact that they can't

(or wont) bill their services the way that will best work for their customers.

Instead, they do what you should always do. In their marketing, they focus on what the customer will pay for.

In this case I am willing to do some things that I really don't want to do because I really want the advantages that the cable company's high-speed internet access will give me. That's why they spend a ton of money promoting---"fast internet connections." Because that's what people will pay for.

In your small business if you want to be successful, then spend all your marketing efforts promoting what people want and are willing to pay for. It's vital to the success of your business to promote the products and services that people really get excited about.

Make sure you think like your customer and promote what your customers and clients really want.

When you do, you'll be a lot more successful in your sales efforts and marketing efforts than if you don't.

Otto Collins is a Small Business marketing and Life Success coach from Ohio. To get his free Small Business Marketing Secrets Newsletter visit his web site at <http://www.SmallBusinessMarketingCenter.com> or <mailto:smallbiztips@aweber.com> to sign up.

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