

SPECIAL ACTION REPORT



Why Won't People Buy From Us?

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Note: This pdf contains interactive (fillable) fields

YOU have to find out the answer to the above question by any means available.

It's difficult to ask your customers and get an honest answer... so, what do you do?

Ask your staff. That's right... the best people to help you are right under your nose.

With the help of the work sheet contained in this Special Action Report, we'll show you where to start and how to get the answers you need.

Start by:

1. Email a copy to each and every member of your staff.
2. Go through the preamble with them and ask them to fill the work sheet out on page 3.
3. Get your staff to send the completed work sheets back.
4. Hold a meeting to discuss the results and proposed solutions.
5. Write down and put in to practice a plan to implement the solutions NOW.

“Why Won’t People Buy From Us?”

Staff Training Exercise

Preamble

If we could convert more prospects into customers, this business and all who work within it would be better off. The reality of life, however, is that we - like most other businesses - are missing many sales opportunities.

The purpose of this exercise is to establish the “why” as in, “Why are prospects examining our products or services and then deciding not to buy?”

Of course, the logical answer is simply to ask them (the prospective customer). But, research has proved that often they won’t give you the real reason, mainly because they don’t want to offend anybody.

However, during the course of our involvement with the prospective customer, they may give away small hints as to why they are not buying from us ... and the first part of this exercise to get your thoughts on this matter.

Here are the traditional reasons why people Do BUY:

| To Increase Their ... | To Improve Their... |
|---|--|
| <ul style="list-style-type: none">• Profit• Satisfaction• Confidence• Convenience• Pleasure | <ul style="list-style-type: none">• Image• Status• Earnings• Customer relations• Employee relations• Family relations |

| To Protect Their... | To Reduce Their... |
|---|---|
| <ul style="list-style-type: none">• Money• Property• Assets• Self• Family/staff | <ul style="list-style-type: none">• Worry• Risk• Trouble• Expenses• Competition |

| To Make... | To Save... |
|--|---|
| <ul style="list-style-type: none">• Money• Good impressions• Satisfied customers | <ul style="list-style-type: none">• Time• Money• Energy |

What, then, are we missing? Please fill in your comments on the next page.

The second and most important part of this exercise is to record your thoughts on what we may be able to do to overcome the reason/s why people don’t buy from us.

Comments