

# Questions Customers Ask Before Buying

*Expert knowledge means success*



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**Note:** This publication has not been updated since it was last published. Some of the hyperlinks may have changed and may need updating. In addition, some of the information in this publication may be out of date.

## Seven Questions

Customers buy from you because they expect to get something more valuable to them than the money they pay for it. You can assure them of getting that value by answering seven important questions<sup>1</sup>. Prospective buyers usually don't ask these questions. They may not even think of them. But they won't buy from you until all seven questions are answered in their mind.

### Question 1 - Exactly What Are You Proposing?

Prospects won't buy unless they know exactly what you're offering them. Make your proposition simple and easy to understand.

### Question 2 - What's In It For Me?

Prospective customers don't really care about you or your company. They only care about how they can personally benefit by using your product or service. Tell them what they want to know. Describe in detail how their life will improve when they buy your product or service - and why it's worth the price.

### Question 3 - How Fast Can I Get It?

The faster you can deliver your product or service the more sales you'll get. Consider offering an option for overnight delivery if you sell something that cannot be delivered immediately after being purchased. One Internet marketer found that her orders increased almost 30% when she added the option for overnight delivery - even though she charged the additional cost to the customer.

### Question 4 - What If I Don't Like It?

People are reluctant to risk the chance of not getting what they expect after buying your product or service. Offer the most liberal guarantee you can afford. An unconditional, money back guarantee will produce the most sales because it completely eliminates all of the customer's risk. State your guarantee prominently and in detail. Clearly reveal any conditions that apply.

### Question 5 - Why Should I Believe You?

A prospective customer will not buy from you until you remove all doubt in his or her mind that you can and will deliver exactly what you promise. Testimonials are a powerful tool you can use to accomplish this.

They provide proof you've already delivered satisfaction to other customers.

**TIP:** Avoid using any claim that sounds exaggerated ...even if it's true. A bold claim creates doubt in your prospect's mind and jeopardizes the sale. Reduce any bold claims to a more believable level.

### Question 6 - Is My Decision To Buy A Good One?

Customers usually make an emotional decision to buy. Then they look for logical reasons to prove their decision was a wise one. That's the time for you to talk about how long you've been in business, how experienced you are or how much research went into developing your product or service. It provides the logical reasons your customer needs to justify their emotional decision.

### Question 7 - How Do I Get It?

Did you ever walk out of a store empty handed instead of waiting in a long line for somebody to take your money? I have. Many buyers abandon their orders at online shopping carts instead of trying to figure out the confusing instructions.

It's a total waste to lose sales from ready buyers because the buying process is too complicated or lengthy. Don't let that happen to you. Make sure your buying process is simple, easy and fast.

A prospective customer won't buy from you until all seven of these questions are answered in his or her mind. Take some time now to review your web site and other sales tools. Do they clearly answer all of these questions? If not, revise them so they do. You'll see an immediate increase in the number of sales you get.

With research showing business spends six times as much to recruit a new customer than to retain an existing one, good customer service is an essential component of a successful business. Getting it right first time is obviously the secret of good customer service, but where mistakes happen, research shows that a well-handled complaint makes all the difference to customer loyalty.

## What Makes Customers Angry?

- Being kept on hold for excessive lengths of time, while being told repeatedly how much the organisation values their custom;
- Organisations which ignore basic consumer rights, eg, taking back faulty goods and being refused a refund and told to change it for another product;
- Battling bureaucracy to resolve a problem. Staff should be empowered to tackle complaints immediately;
- Rude or over-friendly staff - both extremes can make customers feel uncomfortable;
- Anonymous staff who refuse to give their names;
- Broken promises - businesses should not make promises to customers which they cannot honour;
- Inflexible delivery times - businesses which refuse to deliver beyond a narrow, fixed time, or at weekends when most customers are at home;
- Lack of customer-friendly complaints handling systems - if it is difficult to complain, most people will not bother. They will simply take their business elsewhere;
- Premium rate advice lines. It would be better customer service to provide freephone or lo-call numbers;
- No human voices on the telephone - mechanised systems will fail to connect to which take customers through a lengthy process only to deliver them back to the beginning.

## Top Ten Tips for Good Customer Service

- Talk to your customers - carry out surveys. Ask customers what they want and make it easy for them to give you feedback;
- Listen to your customers - listen to complaints and compliments. Don't be defensive – accept criticisms as they will highlight areas for improvement. Let customers know if you are acting on their

suggestions;

- Build trust Keep your promises. Deliver when you say you will. If things go wrong put them right quickly;
- Take complaints seriously – don't be dismissive or patronising. Have a customer friendly system for dealing with complaints so that if things go wrong, staff are easily accessible to put things right;
- Get it right first time - it saves you time and money if customers are handled well from the outset;
- Make the most of your staff - invest in training. Value them. Empower them to deal quickly with complaints. This will build morale and happy staff lead to happy customers;
- Go the extra mile - a willingness to delight customers is what separates the best from the rest;
- Do not make assumptions – your last customer service survey (last years) is probably out of date now - keep talking to your customers. The most successful companies know they cannot afford to rest on their laurels and are always willing to try something new and learn from others;
- Learn from your mistakes - and put them right;
- Put yourself in your customer's shoes - would you be delighted by the service you receive? Would you do business with you?

## Further Information

This guide is for general interest - it is always essential to take advice on specific issues. We believe that the facts are correct as at the date of publication, but there may be certain errors and omissions for which we cannot be responsible.

### Acknowledgement:

<sup>1</sup> The "Seven Questions" text is copyright to Bob Leduc - © Copyright 2001, Bob Leduc. After a 30-year career of recruiting sales personnel and developing sales leads, he is now a Sales Consultant. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information, contact him by e-mail at [BobLeduc@aol.com](mailto:BobLeduc@aol.com) (Subject: "Postcards") or by telephone: (001) 702 658-1707 (After 10 AM Pacific time), or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133, USA

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