



Help your customers to buy

This is one of the definitions of selling, which I was reminded of on a recent trip to Paris.

We visited a beautiful confectionary shop and had a lovely shopping experience, spending much more than we had initially intended! It was only afterwards that I realised how good they were at helping their customers to buy:

- The shop was beautifully laid out and well-lit, enticing customers in
- Delicious free samples were handed out
- Prices were clearly displayed
- Assistants (with perfect English) explained what the products were, and where they were sold by weight, how much you would get (for example, 4 pieces for 100g)
- Assistants were not pushy at all, and always paused after giving you a free sample to taste

This is a simple example, and delicious chocolates aren't difficult to sell. However, it helped to remind me of some good general principles:

- Presentation is always important in creating a first impression
- When providing services, demonstrate what the client gets for their money
- Explain the *benefits* of your products and services
- Tell your customers how to take the next step in the purchase
- Be helpful and accessible, but not too pushy

Reinforcing these messages and the value that you add across all your marketing materials and channels will help your customers to buy from you.