

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



A management article by Donald Cooper, MBA, CSP, HoF.

Are you the clear 'wise choice' for your target customers...and where's your proof?

One of the biggest myths in business today is that there's no such thing as customer loyalty anymore. The truth is that people are loyal, fiercely loyal, to what's best for them...or what they assume is best for them. That's it!

So, first we must do the work to be the clear and compelling 'wise choice' for our target customers. Then, we must prove it to them. People are cynical and confused. They've been lied to, let down and disappointed too many times. They want proof. Below is my list of 8 ways that you can prove your value or performance claims.

1. Let them experience it themselves. 'Test driving', sampling, *'Try the mattress for 3 months...no obligation'*.
2. Live demonstrations or videos that show the function and value. Let them look 'behind the curtain' to see how your product or service is made and how the quality is 'built in'.
3. Independent, trusted research.
4. You've won awards or competitions. Do the work to be great...then compete and win...then brag!
5. Trusted referrals from key influencers.
6. Comments from delighted customers / clients. This is where things like personal recommendations, letters of recommendation, social media and Google 'stars' are so important.
7. A strong performance guarantee...including what you'll do if you don't perform as promised (Delivered in 30 minutes, or it's Free!).
8. Your advertising claims. This is the weakest proof. What we say about ourselves, nobody much believes...but what others say about us is 'gospel'.

So, what combination of these eight types of 'proof' will work best for you? Which ones are you using? Which ones should you be using? The more proof you have, the more confidence you create, the more loyalty you'll get...and the more business you'll do.

A Heating and Air Conditioning Contractor recently told me that he had won the 'People's Choice' award in his community for 6 years in a row, but had never bothered to put that on his website, his trucks, his business cards or his job quotes. This is nuts! He had done the work to earn and receive powerful, believable proof of his value...and he did nothing with it. Don't make this mistake.

How will you prove to your target customers that you're the clear and compelling 'wise choice' for them? And, if you're not the clear 'wise choice' for your target customers, what work do you need to do to fix that...and when will you start?

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