

[Appreciate Your Customer's Time!](#)

by Margaret Cowles

Research shows us that we are competing with and for our customer's time.

The more knowledge you give them about your product, and the more entertained you can get them, the more you'll keep them coming back. People like to be informed and entertained.

Sharing testimonials from others is a great way to promote your products. People often buy off others success stories. Make your customer feel appreciated and valued. Remember: You need your customers more than they need you. So treat them right!

For example, if you're retailing gourmet candles, you will want to show them the benefit of no soot and highly scented aroma all the way to the bottom of the jar. And stand behind your products. Treat your customers, as you would want to be treated.

You really have to get in tuned with your customer's 'taste bud's'. People see, hear and taste your product with their eyes! It first comes down to how it is presented. Make it appealing to the eye.

For example, when you go to a flea market to sell your products make sure your containers and area are clean and neat. When they see dust on your containers, they won't value your products as good as it should be.

What are they hearing from you about your products?

Be informative and don't waste their time or yours. Be open and honest about your products. It's okay that you don't know every detail as long as you are honest and let them know you'll find out. Give them a link to your newsletter and tell them you'll have the answer in your next broadcast, and they can read about it there.

The same is true with open houses. You're inviting people into your home. The more inviting your home looks and feels, the longer they will stay. Giving you more of an opportunity for your chance at making a sale.

When you're at flea markets, having an open house, or promoting your business in some way, always be making something with your product in front of them. That way you're educating them on different ways to use the products. You're actually showing them how to make these products to expand your sale for them to buy even more. And you always want to have instructions on how to make them as a hand out.

Be proud and excited about your product. Show them how to like your product just as much as you do. Give them some facts on the benefits of the products. Make them feel the excitement, taste the excitement, and see the quality and your excitement of your products from themselves.

People enjoy being around other people that are having fun. Remember, if they want a standard product, they can always go to the store. Make sure they see the value in what your offering.

To learn more about this author, visit [Margaret Cowles's Website](#)

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