



[Prospecting To Grow Your Business](#) by Marianne de Zwart

To grow your business you need more customers.

To win customers your product or service has to fill the need of the customer.

So you have to know what the customer wants.

What you have to offer has to be something special and attractive and excellent, so the customer is interested to buy it.

For this reason you be inventive to create new special products or services, which are actual.

Know which questions the customer will ask about the product or service. This means you know your product or service well. It rises trust in the customer. And trust is the base of the relationship between you and the customer.

Invest in the relationship with the customer. Love the customer.

Be authentic, transparent and respectful to the customers. They will feel they can do business with you on base of confidence.

The love you invest in the customer you will get back.

Selling on base of connection and consciousness gives fulfillment to the customer. Your product or service gives success to the customer, which means your product or service is a success. This includes you will guide the customer while using the product or service. It takes caring and emotional connection. There is an exchange of values, and of regard and respect.

There is interdependency between you and the customer.

This interdependency the customer has to feel with prospecting.

With prospecting the customer has to find you.
You have to be visible and reachable. You have to get known.
There are several tools to use.

Flyers are the most easiest for people in the neighborhood. You give everyone you meet a flyer. On your flyer is your phone number, your email-address and the name of your website mentioned,. In this way you are reachable for the prospector.

You can give meetings, on which you give information about your product or service. At the end of the meeting you can offer your product with discount only for that moment to get the prospectors to buy your product.. The proof of the pudding is in the eating. Staying in touch with the prospectors becomes easier. You guide them and so the connection is made for future purchases.

A website has a big reach, the whole world in fact.
The website has to be easily found. Tags that people use most should be included in the text of the website.
The use of the website should be easy. One page to scroll down written with good to read letters against a contrasting background prevents the prospector to leave the site too early. To buy your product or service should be to do with one click to go to another page, where the purchase can be done.

With the website you can offer to register for an e-zine, a newsletter to give more and actual information about your product or service. Position the place to register on the front page at the right side where the prospector starts to read. The prospector is still enthusiastic and not yet tired after finding the website and will subscribe easily. By subscribing the email-address and the name is given. This makes it possible to have connection in the future.
The email-list is your market.

By asking for feedback you can find the needs of the customer and invent the needed product or service. In this way you control your own market.

You have to be reachable by email and by phone.
This information you give on your website.

If you have your own market and you have control over your market, you can be a
billionaire.



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