

Customers like recommendations

BY NEWCHAPTERLEARNING

Offer your customer useful products and services

Customers like to have products and services recommended to them because they trust you as the expert.

Who better to know about your products and services than you. The key to this top tip is that you use your expertise and knowledge to grow the relationship with your customer, building on what they've already purchased or what they're asking to purchase.



Amazon is particularly good at this, showing customers what other purchasers of the same product have also bought and offering them to you as either an alternative or an additional purchasing option.

It's as simple as offering a tie to complement the shirt, or telling them about the online options available. Even asking a couple of questions about why they are making their purchase will allow you to share your expert knowledge and offer other useful products and services.

Do Something Different Today

Give your customers options that they've not thought of or you know they might find useful.

Think about your business and perhaps your most common transaction, what would you find useful to be told if you were your customer?

It might be about convenient times to shop, it might be about discounts or even complementary products or services.

Commit to tell at least 5 customers a day about a product or service they'd find useful.

Use your expert knowledge to offer your customers products and services that they'd find useful.

Let us know how you got on with this tip on Twitter @newchapterlearn