

# What Your Customers Want MORE Than Low Prices

Contributed by Kim Duke  
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Don't assume all of your customers are trying to grind you down to your last nickel. Some of them will do that...and you're going to have to ask yourself if that is a customer you need to keep. Many customers, many, many more than you can imagine would willingly walk with you to the "World of Oops. " They are looking for freshness, pilot projects, new ways to distribute and create new products and services.

Yes - they want to be strategic.

Yes - they want it to be measurable.

And yes - they are still willing to try something new.

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If you could see my left knee - you'd see some scars. Gravel scars.

Not from anything dramatic like from skydiving (although I have done that!) - no....my scars are from falling off my bike about a million times as a kid.

{bot\_wrgoogle} Each time I wiped out - braked too hard, didn't brake enough, bad steering into the fence...I'd cry, get mad and then say OOPS!!

However, today -I love the word OOPS!

Why?

It means 3 things are happening.

&bull; You're in action

&bull; It isn't going exactly as planned

&bull; You're aware that you're off course

Are You Back On Your Bike Yet??

One of the most powerful strategies you can be doing for your sales and business is explore and research the...

WORLD OF OOPS!!

I understand...there may be areas where your company has to cut back, reduce, and eliminate. I get that.

You've maybe lost some clients. I get that too.

However, something that DOESN'T EVER GET WIPED OUT is your imagination.

Do You Know What Your Customers Want MORE Than Low Price?

They want your:

&bull; Creativity

&bull; Ideas

&bull; Innovation

&bull; Reinvention

&bull; Alternatives

&bull; Options

&bull; Flexibility

&bull; Incentives

&bull; Freshness

&bull; New Perspective

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Yes - they want to be strategic.

Yes - they want it to be measurable.

And yes - they are still willing to try something new.

So don't assume that they won't.

Because I can guarantee that there is someone else out there attracting exactly the type of customers YOU WANT...because they are staying in the "World of Oops" by getting back on the bike.

So you fell off your bike.

Get back on - skinned knees and all.

I Double Dive Dare You.

So there.

Love from your bossy Sales Diva,

Kim

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at <http://www.salesdivas.com>