

BEFORE, DURING AND AFTER A SALE

Before	During the Sale		After
SUSPECTS (They're suspicious) A "suspect" is anyone in your trading area who could or should buy from you. Yet, they know very little about you. However, you know them. Most suspects are suspicious. They don't know you yet. Your goal is to turn them into a prospect or customer. While a suspect, you want to uncover needs and keep addressing those needs during the entire sales process.	PROSPECTS (They're investigating) A "prospect" is someone who knows about you or your company—but hasn't purchased yet. A prospect can be someone who has visited your store or websitea friend or neighborsomeone who has "raised their hand." A prospect is investigating. Your goal is to turn them into a customer. While a prospect, you educate your prospects and prepare them to buy from you at least once. Critical point: they give you money	CUSTOMERS (They're buying) A "customer" is someone who has given you money once. A customer is a onetime sale. Your goal is to turn a customer into a client. You earn their trust when they actually give you money. You give them what they need and more importantly, what they want. All purchases are made with the heart and justified with the heard.	CLIENTS (They're buying again) A "client" is a customer who has given you money more than once. A client is a raving fan—someone who gives you testimonials and referrals. Your goal is to turn them into an advocate for life. You want raving fans. A raving fans. A raving fan gives you more orders, larger orders, more frequently. They give you testimonials and quality referrals. They are clients for life. You turn customers into RAVING FANS for life!
You start and continue meeting their NEEDS			

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