

A COACHING CLASS FOR YOU

HOW TO GET
CUSTOMERS TO LOVE YOUR PRODUCTS

With Linda St Mart

Coaching Women On How To Grow Themselves And Their Sales
www.pause2win.com

THREE WAYS TO GET CUSTOMERS TO LOVE YOUR PRODUCTS



Value For Money

A powerful way to woo is providing more for less. People love saving on purchases. Think about the rise of Groupon and Wowcher. So be cheaper than your rival.



Great Quality

Nothing is worse than a product that falls to pieces. It affects how customers emotionally respond to your products. Ensure your products are built to last.



Flexibility

Give people a choice in products so they can tailor and therefore personalise what you sell. Offer a range of products to suit different needs and budgets.



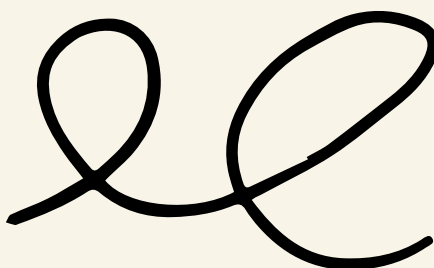
BONUS WAY: CULTIVATE LOVE FOR YOUR PRODUCTS BY SHARING YOUR LOVE FOR YOUR PRODUCTS



OPEN UP AND SHARE WHO YOU ARE

People buy from people, meaning products are more valued when they understand the person who created them. Share the passion, work and commitment to crafting your amazing products. Talk about who you are and how you feel in order to seduce your target market to engage with you.

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COACHING CLASS RECAP

HOW TO GET CUSTOMERS TO LOVE YOUR PRODUCTS



Be Cheaper



Ensure Quality



Provide Choices



Open Up

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