



WE CAN HELP PROMOTING YOUR BUSINESS

It is quite possible that your customers may not be aware of the full range of products and services you offer. It would be annoying if customers purchased goods from your competitors that you could be supplying.

Given that times are tough, and we are expecting them to get tougher, it is important that you get the most out of your customer base. After all, it is much easier to sell to existing customers.

But first, make sure that your service is excellent. Pick up the phone and talk to your major customers. Find out what they like about you, and what you can do better. Ask them what their concerns are and if you can help.

How to do this

Each help sheet should identify a possible concern, provide information and possible solutions. They should also invite your customer to discuss it with you.

Do this systematically. Here are three ways to do this.

- Send the help sheet list to customers via e-mail or letter.
- Send copies of relevant help sheets with deliveries.
- Have the help sheet list available in reception to hand to customers as they arrive for a meeting, or when you go to meet them.

Developing the help sheets

Go through your customer list and identify what they have bought from you in the last year. There will be items which are bought rarely but still provide a contribution to sales.

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When you are looking through your customer list, it may occur to you that certain customers may want to buy other products. This gives you better information for targeting marketing offers. You can be quite direct in an email – “I see you buy (this) from us. Did you know that you can also buy (that)? If you bought them together, as we save on delivery costs we can sell (that) to you for (10%) off.”

Creating help sheets

Help sheets are there to be helpful. For example, there may be more uses that your products and services can be used for but not all customers may be aware of this. Describe what range of problems your products or services are designed to solve.

If all your customers buy the main items that you sell, you don't need a help sheet for these. You want help sheets for the items that complement them. Also, your help sheets will expand your customers' appreciation of the full range of goods and services you can provide. More conversations mean more sales.

Let's round up

We are keen to see you thrive, and we will do everything we can to help you. Please call us on **01753 888 211** or email info@nhllp.com if you require any more assistance