

WHAT IF YOUR PRODUCT IS NOT THE BEST ONE ON THE MARKET?

Okay, so what you are selling is not the best product found in the marketplace. What plan of action should you adopt so that your product sells successfully? You need to adopt a strategy that identifies the *other* advantages your merchandise offers, and you need to promote these strengths accordingly.

Is Chevrolet®, for instance, the best car on the automobile market? Yet, how does it sell its vehicles in such large numbers and stay in business?

The product you are selling may not be the *best one* available in your particular market niche, but maybe it is the *most affordable*. Many people are counting their pennies. Oftentimes they are looking for a very good product, not the gold standard. A good, affordable item for sale may actually generate more sales than the pricey product. Too high an asking price can act as a disincentive to clinch the sale for many potential average-income customers.

Second, your product may also have the advantage of durability/reliability. It does not break down often and need repair. Lower needs for repair translate to fewer costs for maintenance for your customers, less downtime. *Lower* repair costs combined with a *lower* initial purchase price will prove a double economic benefit for your clientele.

These first two principles may help explain why Bic® pens sell in such large numbers. These pens are inexpensive (coming also in a variety of ink colors) *and* they are reliable.

Third, a good customer service policy adds to the value of what you are selling. Does your repair-work, when needed, gouge your customers or does it treat them fairly? Do you stand behind your product guarantees? *Pleased* customers can prove to be *repeat* customers, and they can pass on their recommendations to their friends, relatives, or acquaintances, who are *other potential customers*.

Fourth, showing a friendly face to your clientele can prove a great benefit for developing product loyalty. Whether in person, on the Internet, or on the phone, you need to treat your customers as you would treat a good friend.

Establish high standards for your corporate culture. Train your staff to absorb those standards and put them into practice on a uniform basis. Don't let up. Keep striving to make your good product even better. That is a winning formula for a successful sales strategy!