

5 SIGNS YOU MIGHT BE MISSING OUT ON BUSINESS

Many people in business right now don't know where to start their recovery. The following 5 hints are simple and effective ways to make sure your communication is clear and attractive to potential customers.



Compiled by
Retell Strategies



COULD YOU BE MISSING OUT ON BUSINESS?

Are you making these mistakes in the way you are communicating to your customer? If so - you could be missing out on potential business.

1

You not entirely sure what problem you're solving for your clients

If you can't put your customer's problem into an easy sentence then how do your customer's know that you can solve it?

2

Your marketing media doesn't show your product or offering in its best light

You might think your work can't be displayed in a 'fancy' way but let us ask you this – what does your customer's life look like because you do your job well? If it's better, then you need to show that!

3

Your website tells people about your history, your values etc

It's so lovely that your grandfather built this company 4 decades ago...save that for that for the canteen banter! Use your website for proper sales material that convinces your customer that you can make their life better.

4

Your marketing copy is confusing

If the words on your website and in your marketing material are filled with industry jargon or 'insider language', the chances are high you are confusing potential customers and therefore losing out.

5

Your sales offer looks like a legal agreement

Your proposal or engagement is not the place to present every possible term and condition - keep it clean, attractive and make people want to sign up. The legal protection can come with the invoice.