



Topic: Why Customers Aren't Buying From You.
Learning: 4 Top Reasons and How You Can Act On Them

Overview: Marketing Your Products and Services takes know-how and practice. Assess your marketing and implement changes where necessary.

Video Transcript

Hello MACSWomen, it's Michelle Christie with another training program for you.

Today we are going to talk about why customers aren't buying from you. And I am going to give you 4 top reasons why that could be happening and who you can act on them.

So let's say that you're doing everything that you can do to move your business forward. You are really putting a lot of effort into marketing your business but you're just not getting the results that you desire.

Not getting any new sales, you're not getting any new opt-ins, nothing is getting traction. Well then, it's time to re-evaluate your strategies and come up with a new marketing approach.

So, let's talk about the first reason why your customers aren't buying from you. It could be that you are new in the industry so your customers don't trust your brand just yet; and that's fair enough, right? They are not sure about what your product does, how it's going to really impact them, so they are not ready to buy from you.

To respond to that, you focus on learning all you can about your target audience. Learn about their problems, learn about their needs, learn about what makes them tick; find out where they are and how you can best reach them, and then position your brand new product there!



The second reason that your customers aren't buying from you is that it's an unfamiliar product or service. Sometimes as business women, we change directions, so maybe it is that you've gone into a completely new direction. Let's say that you are a dentist and offered dental services, but now you have a passion for interior decorating. So, now you are an interior decorator.

Respond to that by making a big buzz, creating a buzz about this passion that you've had, so you're changing direction and so you're now becoming the Uber interior decorator that you've always dreamt of being. Market it and promote it before you launch it! This way, you can win over those skeptical customers. You can give a consultation for free and that can help to convert those skeptical customers.

The third reason that your customers aren't buying from you could be that they don't see the benefits of your products and services. Especially for service-provider, this is a big one. How do you work around that? How do you respond?

You respond by focusing on the benefits. Highlight the benefits when you are marketing and you are promoting your products. Educate them on how your products and services will best help to fulfill a need for them.

The fourth reason that your clients aren't buying is that your product is just not easily accessible. So, you've done all of the marketing well, you've done everything right, up to the point of the sale. Make sure that you are making it easy and you're streamlining your buying process. Set up an online store or if you're using a sales page, set up your sales page so that the process is seamless. Your customers can click through on that same page, each step they need to take to complete the buying process. You're not taking them to 10 other websites and they are having to navigate their way across the internet just to make a purchase from you. So streamline your payment process, so that it is easy for your customers to make that purchase.



Remember that it's all about brand awareness. If you have a product or a service, that's really adding a great value to your target audience, then focus on marketing the products the right way and educating your target audience as to why they need your products. The products will then sell themselves.

I encourage you to make the most out of your business; for more business tips, please hop over to macswomen.com and that's www.macswomen.com you can find a lot of resources on our blog there. If you're interested in joining the Motivators and Creators Women's Group community, you can join us as an Elite member. There are a ton of benefits to women business owners for joining and you can read about them on our website at the macswomen.com/join.

In closing, I'd like to remind you that we're always creating, so create success. Until next time, take care and God bless.

