



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.

Top 4 Reasons Recap

Challenge #01: New In the Industry – Customers don't trust your brand.

Solution: Define your target audience. Learn their pain-points, their needs, what makes them tick, and where and how you can best reach them.

Challenge #02: Unfamiliar product or service. (You are not known for offering this product)

Solution: Create a lot of buzz about your new product/service before you launch it. Build up anticipation and interest with irresistible marketing.

Challenge #03: They don't see the benefits of your product or service.

Solution: Focus on the benefit only when marketing and promoting your products.

Challenge #04: Your product is not easily accessible.

Solution: Streamline your ordering/buy process. Make it easy for your customer by incorporating payment option on your sales page or online store.



