

## 9 Most Common Small Business MISTAKES



### Mistake #1

#### Failing To Test

If you don't test prices, headlines, advertising copy, radio/TV spots and verbal sales messages, you won't know what the market wants, or what it will pay.

You're just guessing - which can be disastrous. Tomorrow, I urge you to have your salespeople try different pitches and differently priced offers, then review how they do, one test against the other.

If you find a new twist that outcloses an old one by 25% - 50%, have all your reps use that approach until you can test and compare even more - and potentially better - possibilities!

### Mistake #2

#### Running Boring, Ordinary Ads

Institutional ads are a sheer waste of money, because they don't direct the reader, viewer or listener to any intelligent action or buying decision.

Direct response advertising, on the other hand, makes a complete case for the company, product or service. It overcomes sales objections. It answers all major questions. And it promises results, backing up the promise with a risk-free warranty or money-back guarantee.

Also, run ads that educate the reader or leads to education - such as a toll-free number, your web site or free literature that is educational, resourceful, helpful and informational.

### Mistake #3

#### Not Stressing Uniqueness

Most successful businesses and professional practices are built around a single USP, or "Unique Selling Position."

It might be servicing a very specialized market, reliable post-purchase service, super fast delivery, convenient hours - or something else.

### Mistake #4

#### Not Having Back-End Sales

The back end is vital to any business. If you can induce new customers/clients/patients to buy a similar product or service, or continuation of a service from you within 45 days, you double the value of the customer.

All of a sudden you're far into profit, instead of what initially was probably a net loss.

## Mistake #5

### Failing To Educate

Your customers and prospects won't understand or appreciate what you have to sell or what you have to say, until and unless you present your product or service in an informative, resourceful and educational way.

If you educate your prospects (and existing clients) - you own your market!

Try an approach of presenting them with what's wrong, dangerous or failing with their current situation, and thereby offering the solution!

## Mistake #6

### Making Clients Work Too Hard

How easy is it to find things in your store? How helpful are your telephone operators when a customer, client or patient calls with a question?

How easy is it to order from your business by mail? Do you assume most of the risk initially when a potential client is considering doing business with you?

## Mistake #7

### Failing To Explain Why

Whenever you make an offer, ask for a sale, run an ad, or offer a product or service for sale at a specific price, always explain why.

For example, why can your salespeople handle my purchase better than someone else?

Why can you beat your competitors on price? The more believable and plausible your reasons, the more compelled I will be to favor you with my patronage.

## Mistake #8

### Giving Up Too Soon On What Works

I find that business people get tired of their advertising and marketing campaigns long before the marketplace tires of them. If you fell into this business mistake, you might call off an advertising campaign that was working and replace it with something that hadn't proved itself and, in fact, might flop.

Test different concepts and approaches, but never abandon your "control" (i.e., best performer) until you find something that pulls better.

## Mistake #9

### Forgetting Who Your Customer Is

Always send your sales messages to the people who are your primary prospects. If you want to reach people over 45, for example, your ad's headline should say, "If you are 45 or over 65, etc."

Irregardless of what you may think - everyone is not your customer. Target your advertising, headlines, direct mail to your specific niche market.

Avoid headlines and ads that are nonspecific or abstract.

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